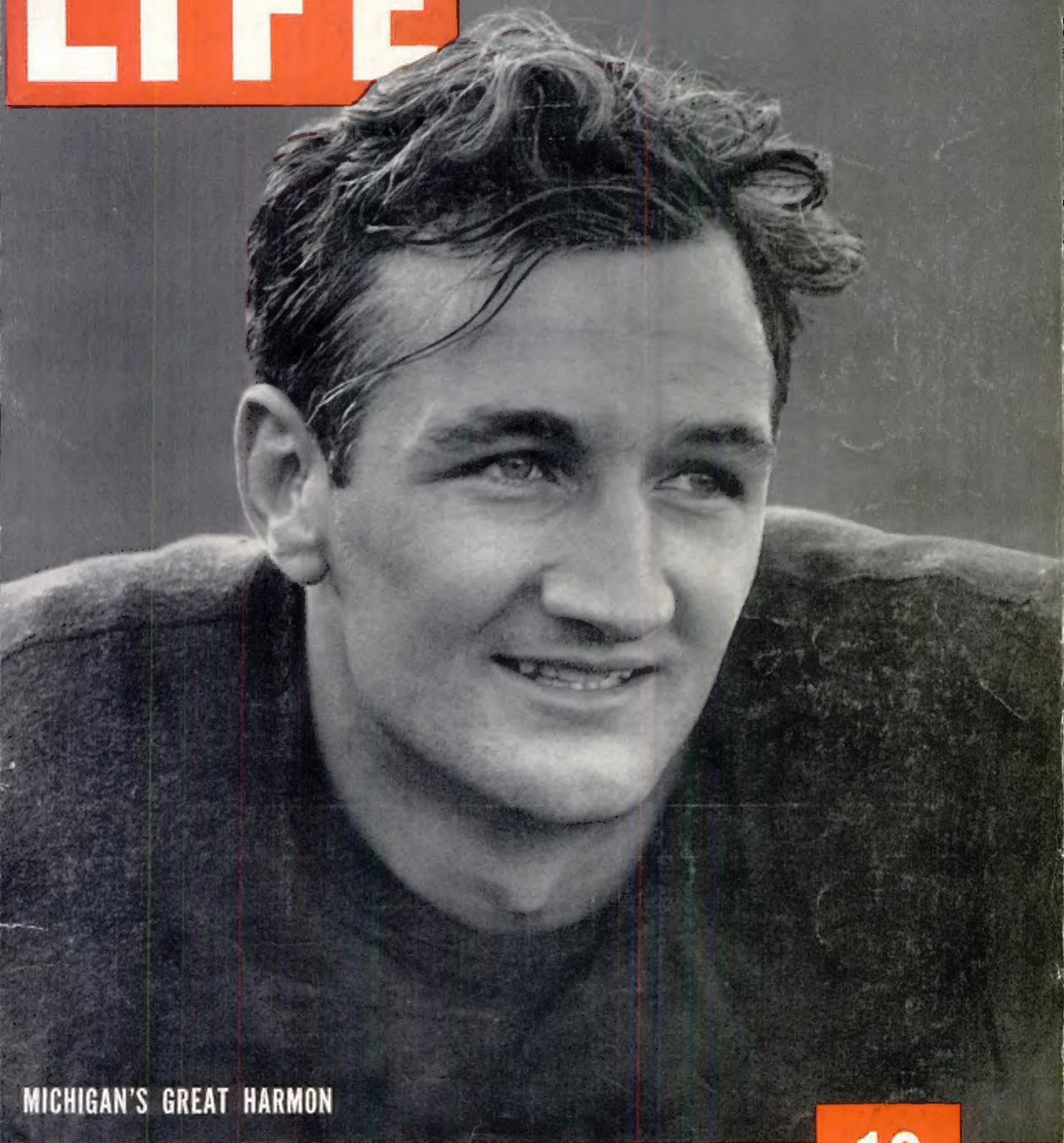


LIFE



MICHIGAN'S GREAT HARMON

NOVEMBER 11, 1940 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

A GENERAL MOTORS MASTERPIECE



Model Illustrated: Streamliner "Torpedo" Six Sedan Coupe \$923 (White sidewall tires optional at extra cost.)*

THE 1941 PONTIAC STREAMLINER TORPEDO

HERE'S WHAT'S NEW IN BEAUTY

It's Pontiac again—Pontiac with its "Torpedo" contours moulded to striking new patterns of grace and symmetry. You'll find the new Pontiacs longer, lower, far more colorful than ever. You'll find new interior charm and luxury to match the outward beauty of these cars.

HERE'S WHAT'S NEW IN PERFORMANCE

In performance, too, the 1941 Pontiacs give you the cream of all that's new. Two engines—a new, more powerful six and an eight with dual carburetion—are interchangeable in every model. (\$25 extra for an eight.) Both power plants are extremely smooth, quiet, and flexible at all speeds. And both maintain Pontiac's splendid reputation for operating economy.



HERE'S WHAT'S NEW IN COMFORT

It's doubtful if any car at any price will give you the restful comfort provided by Pontiac's perfected "Triple-Cushioned" Ride. In the roomier, safer bodies you seem literally to float along even on washboard roads. Add to this the driving ease resulting from new Tru-Arc Safety Steering and you'll say—

HERE'S WHAT'S NEW IN VALUE

PONTIAC
PRICES
BEGIN AT

\$828

FOR THE DE LUXE
"TORPEDO" SIX
BUSINESS COUPE

**Delivered at Pontiac, Michigan. State tax, optional equipment and accessories—extra. Prices subject to change without notice. General Motors Terms To Suit Your Purse.*

[ONLY \$25 MORE FOR AN EIGHT IN ANY MODEL!]

"Boys, in 1 minute through that door will come our new star salesman—"

JUST when we had got to thinking our sales were doing extra all right, J.P., the sales manager, whammed home the old body punch at the first-of-the-month meeting.

"Boys," he said, "in just one minute, through that door will come our new star salesman . . . and I expect every man to cooperate with him to the fullest."

No kiddin', a pin dropping would have sounded like an exploding bombshell. Jim Smith looked at me, I stared at Ed Johnson. What was going on? Who was this newcomer? What kind of a bird would he be? Who was going to be "fired"? J.P. sure had us in a dither—and I mean dither!

And then, through the door staggered the office boy carrying a tray as big as a cart wheel. On top of it stood twelve big, gleaming bottles of Listerine Antiseptic.

J.P. grabbed the nearest one off the tray and slammed it down on the desk.

"Here he is," he bellowed, "and none of you guys had better laugh, either. For a long time I've noticed that some of you men—and I'm not mentioning any names, all too frequently have a breath that would knock a cow down. It all adds up to this: *If I've noticed it, customers must have noticed it, too.* And that's bound to be bad for business. After coming up against a case of halitosis a couple of times, a customer is entitled to close the door on you—for keeps."

We all stirred uneasily.

"From now on," J.P. continued, "this is an order; take a swig of Listerine Antiseptic every morning before you hit the street. Get that? Not now and then after a big night . . . but every morning. Step up, gentlemen, and get your bottle."

Maybe J.P. was right, and maybe it's only coincidence, but I'm doggoned if the sales for the next six months weren't better, in spite of a lot of tricky stuff from our competitors.

How's Your Breath?

In business, it's just common sense to take precautions that your breath doesn't offend. Odor seldom gets an order . . . often loses one.

More and more smart salesmen recognize this and start the business day with Listerine. Notable for its antiseptic and deodorant power, Listerine renders the breath sweeter, fresher, purer.

Why not get in the habit of using Listerine Antiseptic yourself? It makes your mouth feel so wonderfully fresh and clean. The moment Listerine enters the oral cavity, it begins to halt the fermentation of tiny food particles which, some authorities say, is the principal cause of bad breath, then overcomes the odors that fermentation causes.

Keep Listerine Antiseptic handy at home and in the office, and tuck a bottle in your bag when you travel. Rinse the mouth with it before every business and social engagement. It really pays! Lambert Pharmacal Co., St. Louis, Mo.

LISTERINE

BEFORE BUSINESS AND SOCIAL ENGAGEMENTS



till Nov. 30, 1940

\$805 buys a



Fun! Action! The world's greatest sport . . . speeding the carefree hours away in a new Chris-Craft! This Torpedo 19-ft. Custom Runabout, for example, offers speeds to 40 m.p.h. Priced from \$1790.★



Economical, new Chris-Craft 15 1/2-ft. De Luxe Runabout. Rugged, quality-built. Speeds to 32 m.p.h. Priced at \$895.★



The practical new Chris-Craft 16-ft. De Luxe Utility Runabout is easy to own, easy to operate. Speeds to 30 m.p.h. Priced at \$895.★



Streamlined 25-ft. Express Cruiser, the boat of tomorrow! Sleeps 2. De Luxe Navy Top extra. Speeds to 35 m.p.h. Priced from \$2690.★



Find your fun in '41 with this snappy 16-ft. De Luxe Runabout. A child can handle it. Speeds to 32 m.p.h. Priced at \$995.★



New 1941 18-ft. De Luxe Utility models. Musky, attractively finished. De Luxe Navy Top extra. Speeds to 34 m.p.h. Priced from \$1240.★



Thrilling—a pleasure to own, the new 34-ft. Express Cruiser, Navy Top standard. Sleeps 4. Speeds to 26 m.p.h. Priced from \$6290.★



Superlative workmanship is apparent in the new 1941 17-ft. De Luxe Runabout. Speeds to 39 m.p.h. Priced from \$1295.★



New 22-ft. De Luxe Utility Runabouts. Cabin, as shown, or De Luxe Navy Top at extra cost. Speeds to 35 m.p.h. Priced from \$1640.★



Luxuriously appointed, the new 40-ft. Express Cruiser is a beauty! Navy top standard. Speeds to 33 m.p.h. Priced from \$8990.★



Custom Runabouts, 23-ft. (shown), speeds to 42 m.p.h., also 27-ft., speeds to 49-51 m.p.h. Priced from \$2390★ and \$4190.★



1941 Chris-Craft Semi-Enclosed Cruisers, 30-ft., top, 26-ft., below. Speeds to 25 and 33 m.p.h. Priced from \$2840★ and \$1695.★



26-ft. De Luxe Enclosed Cruisers priced from \$2195.★ also 25-ft. Enclosed from \$1695.★ 25-ft. De Luxe Enclosed priced from \$1995.★

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Copyrighted material

1941 CHRIS-CRAFT



Most beautiful Express Cruiser ever built, new Chris-Craft 40-ft. Chalmers! Twin screws! Speeds to 32 m.p.h. Priced from \$9990.*



Spacious new 30-ft. Sedan Cruiser, designed for living! Sleeps 4. A perfect family boat. Speeds to 24 m.p.h. Priced from \$2990.*



Distinguished new 1941 34-ft. Double Cabin Enclosed Bridge Cruiser. Sleeps 6. Speeds to 20 m.p.h. Priced from \$5690.*



The new 44-ft. Double Cabin Enclosed Bridge Cruiser. Sleeps 10 comfortably! Speeds to 24 m.p.h. Priced from \$12,900.*



Modern, new Chris-Craft 31-ft. De Luxe Enclosed Cruiser for '41. Sleeps 4 comfortably. Speeds to 22 m.p.h. Priced from \$3990.*



Step out and go places in a big way in this new 38-ft. De Luxe Sedan Cruiser. Sleeps 6. Speeds to 23 m.p.h. Priced from \$7990.*



Luxurious new 55-ft. Chris-Craft Motor Yacht. Speeds to 20-22 m.p.h. Available, also, with Diesels. Priced from \$28,900.*



New Chris-Craft 34-ft. De Luxe Enclosed Cruiser. Planned for comfort, beauty. Sleeps 4. Speeds to 21 m.p.h. Priced from \$4990.*



Streamlined to perfection, the big, husky 38-ft. Double Cabin Enclosed Bridge Cruiser. Sleeps 6. Speeds to 23 m.p.h. Priced from \$8690.*

Here's a double-barreled broadcast from Chris-Craft—the world's largest builders of motor boats.

1. A complete new Fleet of 1941 models—New Runabouts, Utility Boats, Semi-Enclosed Cruisers, Express Cruisers, Cruisers and Motor Yachts, literally hundreds of new features and important advances—95 models, each of the highest quality, each attractively priced for 1941.

2. 10% off 1941 prices for Fall Delivery only. Act now!

Have fun in '41 with a health-building Chris-Craft. This offer of 10% off for Fall delivery ends Nov. 30, 1940, or sooner, if Fall production schedules are filled. See your Chris-Craft Dealer. Save up to \$3790—Buy now!

CHRIS-CRAFT

CHRIS-CRAFT CORPORATION, 711 DETROIT ROAD, ALGONAC, MICH.

**Send for
FREE BOOK**

48 pages of
boats in full
color.

Mail coupon today for free 48-page book with floor plans, specifications, engine data, equipment and photographs in color of all new 1941 Chris-Craft. Write today. Only a limited supply available.

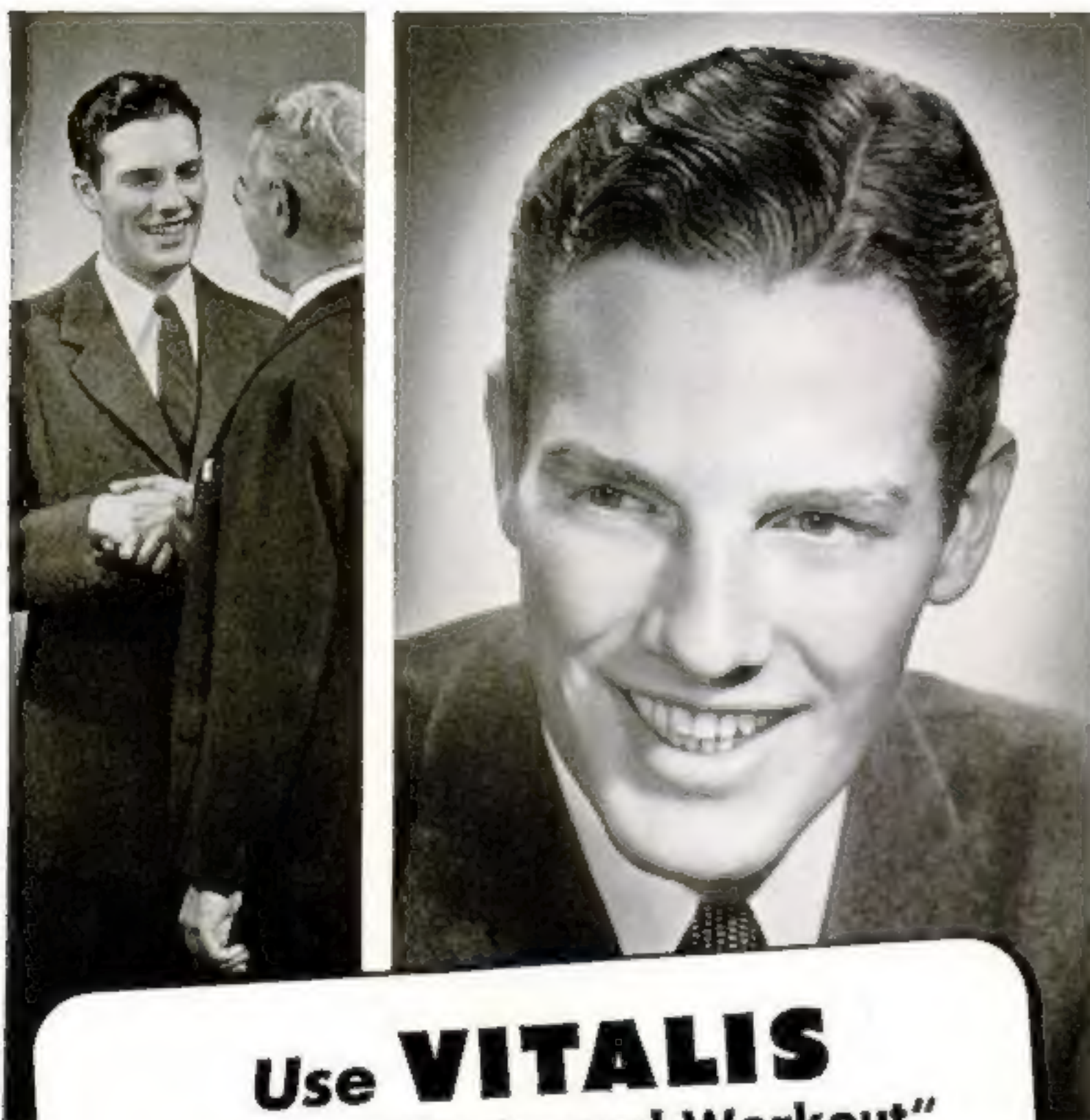


**★ 10%
OFF**
ABOVE PRICES FOR
FALL DELIVERY
Closes Nov. 30, 1940

CHRIS-CRAFT CORPORATION
711 Detroit Road, Algonac, Mich.
Send FREE book to:

Name _____
Address _____
City _____ State _____

Well-Groomed Hair Marks the Man Who's "Going Places"!



Use **VITALIS** and the "60-Second Workout"



1 50 Seconds to Rub—Circulation of the scalp quickens—the flow of necessary oil is increased—hair has a chance!



2 10 Seconds to Comb—Your hair has a natural lustre—but no trace of that objectionable "patent-leather" look.

Keep your hair healthy, handsome . . . help prevent excessive falling hair this easy, effective way!

PERSONALITY—alertness—brains . . . they belong on any list of essentials for success. But appearance pays dividends, too—with special emphasis on neat, handsome hair. That's why so many up-and-coming men use Vitalis and the "60-Second Workout"!

Start with Vitalis today! Massage it briskly on your scalp. You'll notice a lively tingle as circulation is aroused. Your scalp soon becomes more supple. And the pure vegetable oils of Vitalis overcome dryness by supplementing the natural oils of the scalp.

Vitalis routs unsightly loose dandruff—helps to prevent excessive falling hair. And when you comb your hair, it stays neatly in place—with an attractive lustre. No objectionable "patent-leather" look. Get Vitalis in the new handy bottle at any drug store and begin the famous Vitalis "60-Second Workouts" at once.



NEW, HANDIER BOTTLE

You'll like the new, improved Vitalis bottle. The same generous quantity of genuine Vitalis. Handier to grip and use. Fits more easily into the average medicine cabinet.

VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME

LETTERS TO THE EDITORS

Posing as Photographers

Sirs:

My strict old conscience brought West from New England compels me to call your attention to the fact that two young people, posing as photographers from your estimable magazine, have been in this community making fools out of a lot of gullible people. Of course, I can't say as they've made my husband much worse than he was, because he's never been the same since the first little woman from the Public Opinion Survey looked soulfully into his eyes and asked his opinion on politics. As he scratched his head, trying to think of something significant enough to say, she stood with pencil poised as though waiting for his every thought. It would have flattered even a worldly man to see how she recorded every fleeting fancy that he uttered. Naturally my husband, who has heretofore been a good plain dirt farmer, was completely bowled over from so much attention. In the days that followed I would catch him with a dreamy look in his eye. My homely little words of praise which had always before worked magic now fell on a deaf ear. His heart was not in his home but with that husky who pretended to be so interested in his opinions.

So after a month and a half of that you can see I wasn't too surprised this afternoon to find him out in the turnip patch leering at another young woman.

"LIFE photographer," he shouted at me as I started to join them, "you needn't come out. It's me they're after." As I turned I saw him puff out his chest and assume that disgusting grin which he reserves for visiting ladies.

"That's just fine, Mr. Hartman, now could you smile just a teeny bit?" I heard the female coo, before I slammed the door.

Not that it bothers me a bit but for your own good I think you should know that these impostors are at work in our fair county of Erie. Practically everyone takes them at their word and I know I'll never be able to make my husband believe he's been duped, but they didn't fool me. Not for one minute. If they were really LIFE photographers they would have insisted on bathing trunks.

ETHELBERTA HARTMAN

Berlin Heights, Ohio

● No phony LIFE photographers were roaming Mrs. Hartman's turnip patch and flattering her good husband. They were Mr. and Mrs. Otto Hagel, staff photographers. If Mrs. Hartman wants proof, let her turn to the story of Erie County voters, beginning on page 95, where she will find a picture of both herself and her husband, taken just after he had stopped puffing out his chest.—ED.

British Humor

Sirs:

The five drawings from *Punch* printed in your Oct. 21 issue remind me that, speaking at a Military Order of Foreign Wars dinner in Hartford some years ago, Admiral Chatfield, R. N., said: "British humor is not to be laughed at."

AUBREY MADDOCK

Hartford, Conn.

Sirs:

In answer to the appeal by R. A. Childress for an explanation of one of *Punch*'s jokes I volunteer this. Eight officers of varying rank are seated on a bench of some sort. They are all clad in khaki field service forage caps. Between them is seated a private of a regiment who is clad in a much more spectacular cap. I construe the joke to be the evident envy of the officers at seeing this soldier of infinitely inferior rank with a cap better than theirs.

DAVID CAMPBELL-HARRIS

White Plains, N. Y.

Sirs:

. . . That's a parachutist sitting in the middle. A German parachutist, in the

(continued on p. 6)

ANOTHER NEW MAYTAG



—THE "COMMANDER"

With Maytag's famous square tub design now in one-piece porcelain

● AN AMAZING newcomer joins the Maytag line of aluminum square tub washers and porcelain round tubs. It is the Commander—the finest porcelain tub washer ever built—with a square one-piece porcelain tub, Maytag's famous Gyrafoam Washing Action, 50% greater washing capacity, the fine new Maytag damp-drier and dozens of other features you'd never expect to find in a porcelain tub. What's more—you'll be pleased and surprised at the low price. Go to your Maytag dealer's—or ask him to bring the Commander to your home—and see how easy it is for you to wash the labor-saving Maytag way. Your wash-days can be shorter—your clothes cleaner—and you'll save money! Other models as low as \$59.95 at factory.



NEW Maytag COMMANDER

You'll say "FIRST" because it's FINEST!



AWAY LIKE A FLASH!

What is the advantage of paying any more than Chevrolet's low price for a motor car when Chevrolet gives you "ALL THIS AND ECONOMY TOO!"

★ THRILLING NEW BIGNESS in all major dimensions ★
NEW LONGER WHEELBASE ★ LONGER, LARGER, WIDER
FISHER BODIES with No Draft ventilation ★ DE LUXE KNEE-
ACTION ON ALL MODELS, with balanced springing front and
rear, and Improved Shockproof Steering ★ ORIGINAL VACU-
UM-POWER SHIFT at no extra cost—built as only Chevrolet
builds it ★ SAFE-T-SPECIAL HYDRAULIC BRAKES ★ Plus
many more outstanding comfort, safety and convenience features.

Chevrolet's 90-H.P.
VALVE-IN-HEAD "VICTORY" ENGINE

brings you even more power and
even greater gas and oil economy, in
addition to the lightning acceleration
for which Chevrolet cars are famous!

EYE IT... TRY IT... BUY IT!

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Again CHEVROLET'S the LEADER

I'M NO

SISSY



but my stomach is !

The real reason for most cases of common ailments in dogs is hit-or-miss feeding, hard to digest foods **VETERINARIANS SAY**

As any dog expert will tell you, all dogs have delicate digestive systems! No breed is exempt. Dogs simply aren't equipped to handle just any kind of food. That's why feeding a correct diet, easy to digest, is so important to your dog's good health. It protects him against such common diet-caused ailments as excessive shedding, nervousness, diarrhea, listlessness—and many others!

Pard, Swift's nutritionally balanced dog food, can safeguard your dog's health... help build up his resistance against disease germs... keep him peppy! Pard's ability to do this has been proved repeatedly. At Swift's Research Kennels, Pard alone has raised 5 successive generations of dogs. And not one of them ever experienced any dietary ailment! All developed normally into fine specimens of their breeds.

Give your dog these same benefits. Feed him Pard regularly for glowing, permanent health!

"A DOG'S DIGESTIVE MECHANISM IS NOT THE SAME AS THAT OF MAN."



For this reason, his diet should be limited to easily-digestible food. Carefully, scientifically-formulated PARD is such a ration."

DR. H. E. ROBINSON
Director of Swift & Company's
Nutritional Research Laboratories



TERRIERS have delicate stomachs, too. Yet in 5 generations no diet-caused ailments ever appeared in Pard-fed Wire hairs at Swift's Kennels!



PARD

SWIFT & COMPANY'S
NUTRITIONALLY
BALANCED DOG FOOD

LETTERS TO THE EDITORS

(continued)

uniform the Germans say parachutists always wear, with the distinctive colored band on the cap. The gag probably is the Britisher's idea of a parachutist really wearing a distinctive uniform to do dirty work behind the lines, or perhaps it's just the incongruity of the idea. I think it's both.

SILOM S. HORWITZ

Harrisburg, Pa.

Sirs:

The central figure in this cartoon is a Hun wearing the German colored forage cap. I can understand Americans not knowing what a Hun looks like, yet.

GREGORY CLARK

Toronto, Canada

Sirs:

I would say that the soldier in the center, who is apparently an officer,



WHAT'S THE POINT?

would correspond to the interlocutor in a minstrel show, as the explanation indicates the soldiers are colored.

DALE SHELDON

Manhattan, Kan.

Sirs:

Until recently all troops were issued plain khaki caps. Now many units are given caps in their regimental colors, black for the Victoria Rifles, blue and gold for the Royal Artillery, etc. Here we see a newly joined private, resplendent in all the glory of a regimental cap, surrounded by officers clothed in drab khaki.

J. A. McCALLUM

Howick, Canada

Sirs:

The last cartoon is a jibe at the Army soldiers, the infantry on active service. They have nothing to do, compared with the overworked semi-civilian corps members and local forces, anti-aircraft and Bren-gun crews, etc. The infantryman wears his colored service cap and is regarded as a "slacker" by the others.

LOUIS DUNCAN RAY

Detroit, Mich.

● LIFE is still baffled.—ED.

Texas Ranch

Sirs:

I have just finished looking over the Matador pictures in LIFE, Oct. 21. May I congratulate you on reproducing the finest set of ranch pictures I have ever seen.

You know Texans are highly critical of Western stories, movies and photographs depicting them. Certainly no Southwesterner can have anything but praise for the manner in which Miss Mleth has caught our cowboys at work and in their leisure moments.

JOHN M. HENDRIX

Sweetwater, Texas

Sirs:

Well, well, what those ranch pictures have done to this old Texas heart of mine! I just get to itching to drink my coffee from an old tin can and smell the bacon frying, to sleep on a bed rolled out under a low-hanging moon to the tune of a coyote, to awake about sunrise and that early morning breeze will sure make you hug the old camp fire.

LEWIS L. HARMAN

Shreveport, La.

(continued on p. 8)

CHEERIO!



IN the more than a century that Teacher's Scotch has been made in Scotland, there have been many changes... but not in Teacher's smooth, fine flavour. Once you try the distinctive taste of Teacher's you're sure to say, "Hold it... for another hundred years."

Made since 1830 by
Wm. Teacher & Sons, Ltd., Glasgow

*"It's the
flavour"*



TEACHER'S
Perfection of Blended
SCOTCH WHISKY

SOLE U. S. AGENTS, Schieffelin & Co.,
NEW YORK CITY • IMPORTERS SINCE 1794



FOR CHRISTMAS...AND A LIFETIME

This Christmas, give the best, the most treasured possession of all — the bright gift of knowledge.

Encyclopaedia Britannica, with its twenty-four handsomely bound volumes, prepared by the world's finest minds, is a gift that will bring pleasure to every member of your family. The most complete and authoritative reference set in the world, it will enrich the lives of those who own it for long years to come.

Encyclopaedia Britannica is easy to own; you will be particularly interested in the special purchase plan effective between now and Christmas. With it comes the Britannica Book of the Year, a graphic summary of the past year's achievements in every field of human endeavor. The Britannica Book of the Year keeps you constantly up to date on encyclopaedic material. If you wish, you may have the Britannica bookcase, specially built to hold the complete set.

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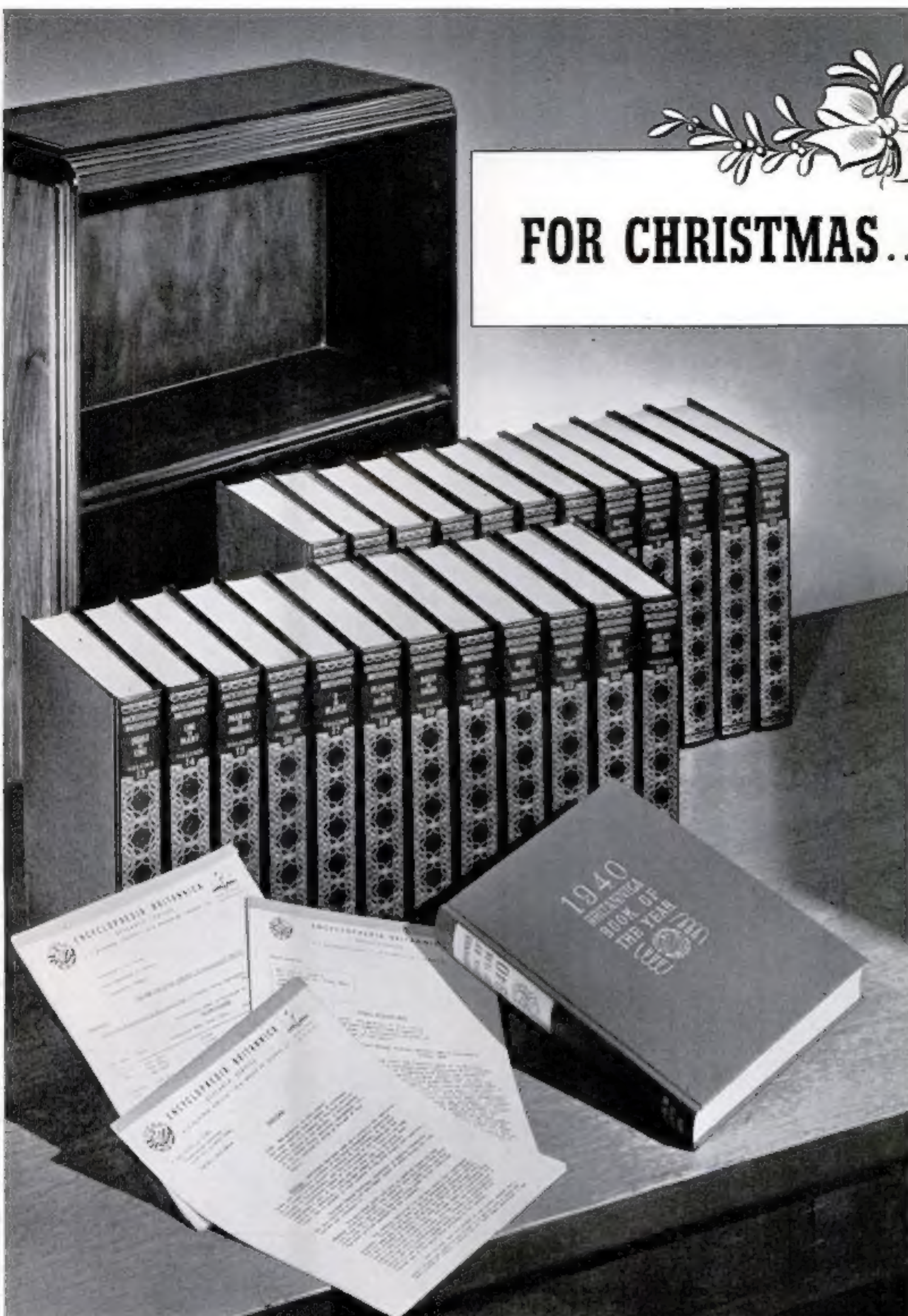
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BRITANNICA JUNIOR

A modern encyclopaedia for young people, edited and published with the same care, attention and authority always found in Encyclopaedia Britannica.



SMART HUSBAND VOTES for "real McCoy"



BOB WILSON is so thrifty, his wife complains that his favorite word is "No!" But last week, she got the shock of her life. Without prompting, Bob suddenly said, "Dear, how would you like some sterling silver for Christmas?" Practical Bob had his reasons:

Reason one, he said, they needed some extra silver for their entertaining. Why not start right, this time, with sterling?

Reason two—sterling is a good lifetime investment to put money into, these days.

"And reason three," interrupted Anne, "is

that you can give me a whole chest of lovely International Sterling for the same money you frivol away on those last-minute bottles of perfume and faddish things I get every Christmas. And I'll have my sterling forever!"

It's true—you can start with individual place settings in International Sterling for as low as \$16.75. Two settings make a fine beginning. Four settings let you give a party!



Or, \$100 will buy a handsome six-service chest, with easy payments after Christmas. Or you can complete your service, at terms convenient for you. Four of the many open-stock patterns are shown below. See them all at your jeweler's!

INTERNATIONAL STERLING

*Master Craftsmen for Five Generations**

*Copyright, International Silver Company



Prelude—as lovely and inspiring as Wagner's wedding music.



Enchantress—a delicate pattern of floral design and flowing lines.



Minuet—a superb interpretation of a classic Colonial motif.



Serenity—International's newest pattern—tranquil and delicate.

TUNE IN EVERY SUNDAY—"SILVER THEATER," 8 P. M., E. S. T.—COAST-TO-COAST COLUMBIA NETWORK.

LETTERS TO THE EDITORS

(continued)

Sirs:

Few occupations are more over-rated and under-paid than that of cowboy.

I know. I married one. I lived on a real cow outfit, one of the biggest in southern Colorado. Not one of the fancy dude outfits, where Easterners may live in clean, cozy cabins, complete with hot and cold running water, bath, Beautyrest mattress and maid service by comely college girls.

Not only is a cowboy's bedroll crawling with fleas, as your reporter found, but probably body lice and bed bugs as well. No finicky soul, the cowboy never washes his bedding, seldom even hangs it on the line, usually doesn't undress at night. However, he doesn't mind the crawlers, which incidentally do not bite in extremely high altitudes and in cold weather.

And people still want to go on "playing cowboy."

A. E. H.

● The writer of this letter, who asked that her name be withheld, is a teacher of English in a high school of an Eastern city.—ED.

Nisei Dancer

Sirs:

We enclose a photograph of the Nisei dancer whose picture you published in the Oct. 14 issue. The caption said she was setting "sinuous Oriental evolutions to Western airs." You're wrong.



INDIAN DRUM DANCE

The young lady's performance was strictly American; an original Indian drum dance which she created herself.

She is Amy Kojima, 10, graduate of the Theodore Roosevelt High School in Los Angeles. Dancing is a hobby with her, and she generously contributed her talent to the Seventh Annual Nisei Festival, which is a growing tourist attraction of Southern California.

F. TANAKA

Los Angeles, Calif.

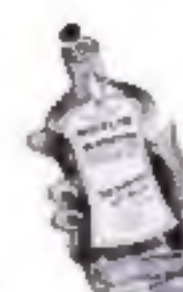
Thailand

Sirs:

I am a Thai. I have been a reader of LIFE for years. I have read in LIFE, Oct. 21, a passage on page 36 that offends me highly. You call Thailand "a Japanese satellite waiting to pick off spare chunks of dissolving French Indo-China." I feel that you are very unjust and very severe to my country. We are not under the thumb of any other government, as you think.

If you look into the history of the Far East during the second part of the 19th Century up to the year 1914, you shall undoubtedly see the shameful affairs that the Europeans brought into my country particularly. Since then our peace has been destroyed. During the year 1883 we had a quarrel on the frontier with the French. In that same year the French invaded Thailand by land and sea. We had to give in, and ceded some parts of our country to the French. But the French were not satisfied. A few years later they demanded some more parts of our country; and we were obliged to obey them much to our

Quality
you can
feel



"The
national
rub-down"



MIFFLIN

ISOPROPYL ALCOHOL
RUBBING COMPOUND

AT DRUG,
DEPARTMENT
AND 5c AND
10c STORES



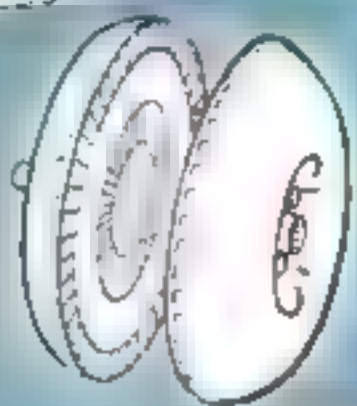
Y.B. Stout?
by Venus

Be comfortably controlled—if you insist on comfort insist on "Y. B. STOUT?" by VENUS, with or without innerbelts. Style 8378—Figured batiste, uplift brassiere. \$5.00. Others \$3.50 to \$15.00.

FREE FIGURE ANALYSIS
and name of dealer. Send bust, waist and hip measurements, length from waist to knee and weight to
Jane Jackson, Stylist
VENUS FOUNDATION GARMENTS, INC.
229 N. Wacker Drive Chicago, Illinois

(continued on p. 11)

MORE
THAN JUST
A FLUID
COUPLING



EVEN MORE
THAN AN
AUTOMATIC
TRANSMISSION

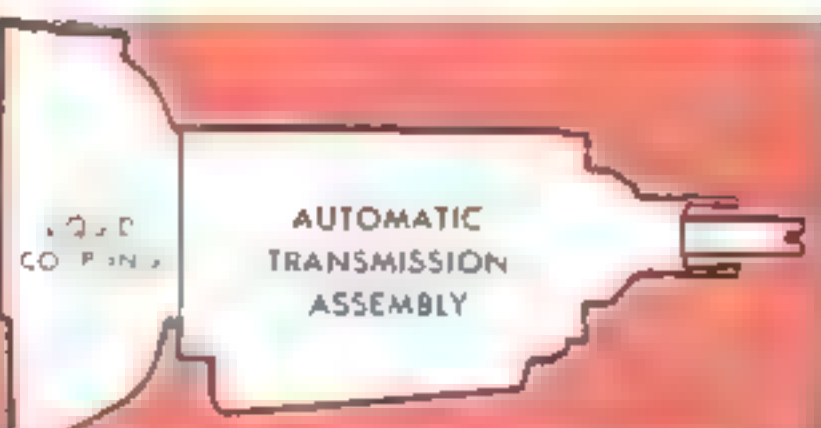
AUTOMATIC
TRANSMISSION
ASSEMBLY

OLDSMOBILE'S NO-CLUTCH HYDRA-MATIC DRIVE[★]

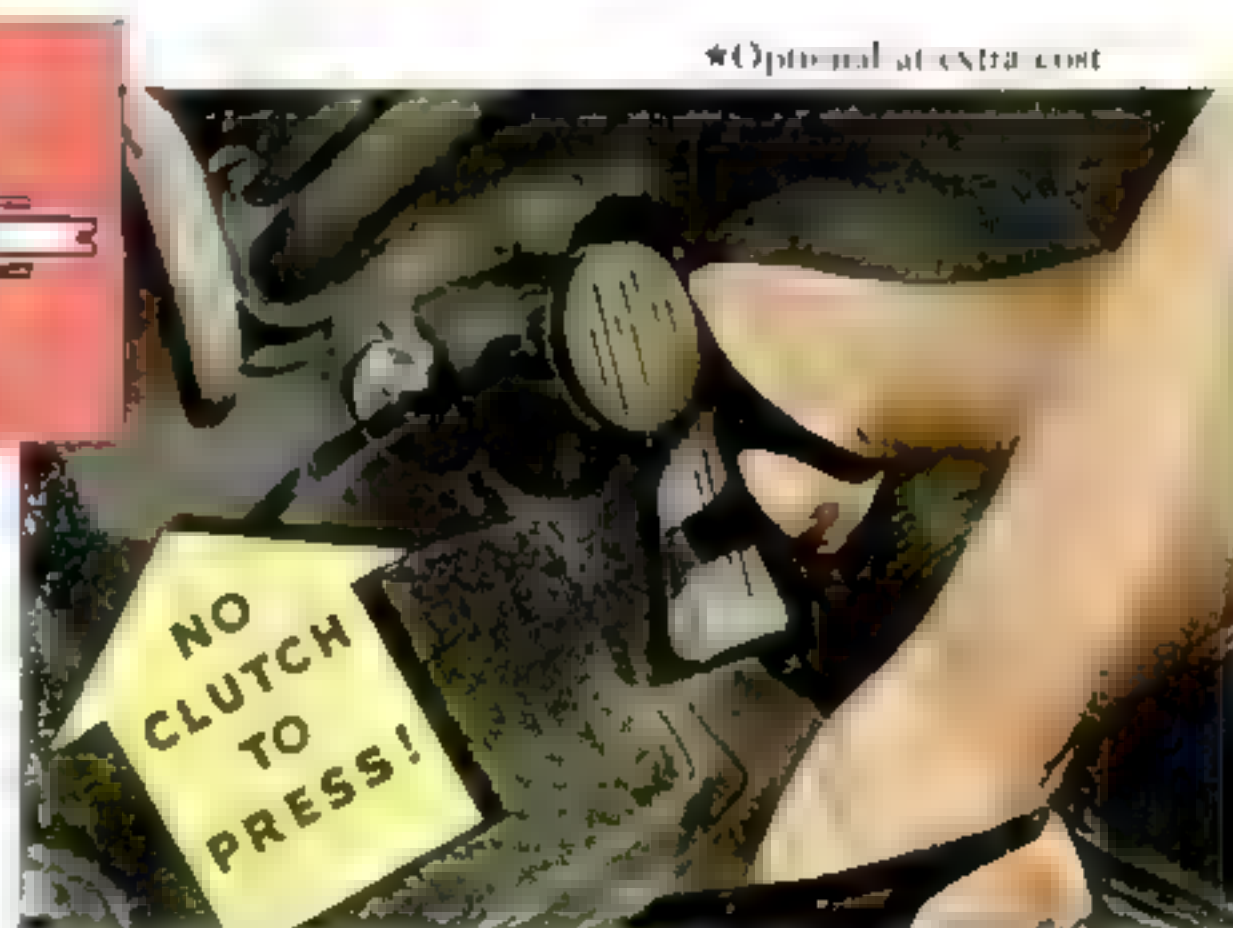
IS A COMBINATION OF BOTH !



NO
GEARS
TO
SHIFT!



NO OTHER type of drive can give you the performance thrills, the mastery over traffic, or the complete simplicity of operation you get with Hydra-Matic! Proved in the hands of thousands of owners, it's more sensational than ever in 1941! Hydra-Matic Drive is optional at extra cost on all models, both Sixes and Eights, of the Oldsmobile Custom Cruiser, Dynamic Cruiser, and the big Oldsmobile Special in the low-price field.

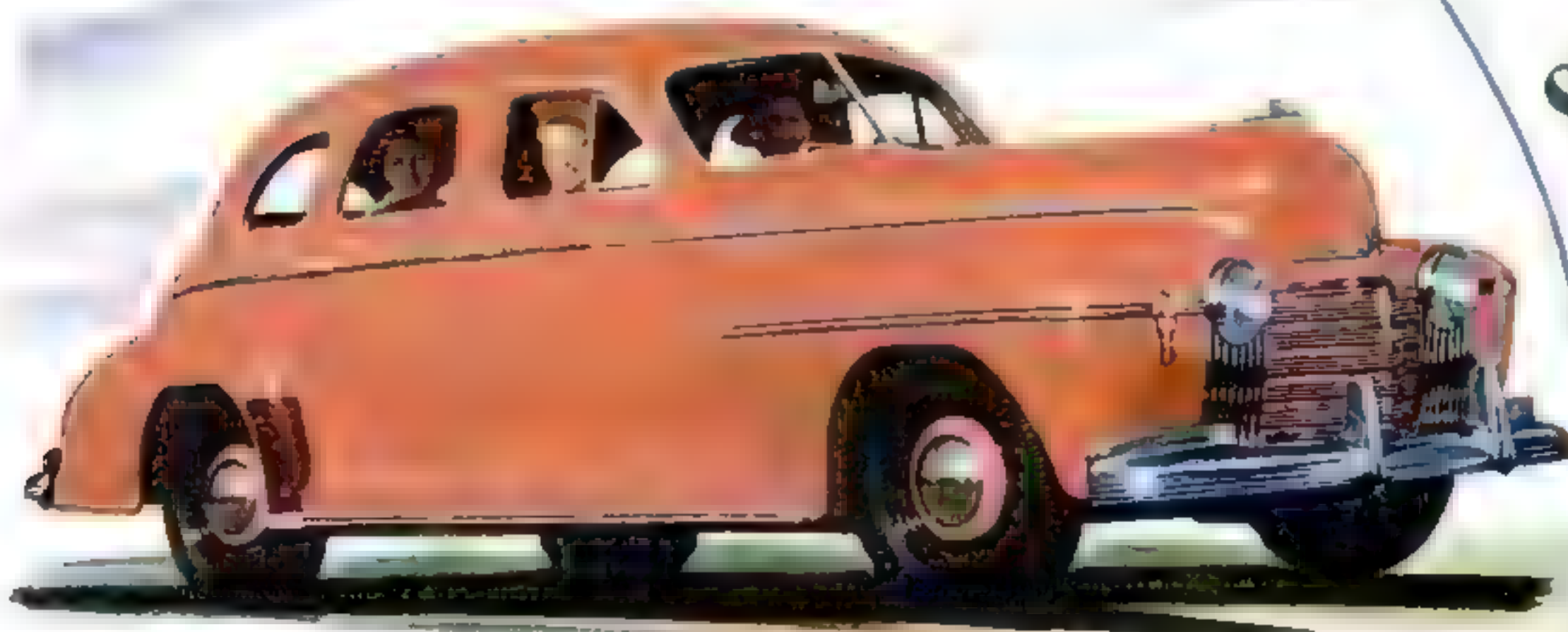


NO
CLUTCH
TO
PRESS!

★Optional at extra cost

Fluid Coupling is fine, as far as it goes. But it *won't* eliminate gear shifting! It takes Fluid Coupling *plus* a fully automatic transmission to give you completely automatic shifting through four forward speed ranges. With Hydra-Matic Drive, you simply set the direction lever in "Hi," and leave it there!

Fluid Coupling alone will *not* eliminate the clutch! You need Fluid Coupling *plus* a fully automatic transmission to do away with all clutch pushing. With Hydra-Matic Drive, there is no clutch to press, no clutch pedal, nothing for the left foot to do. All you do is steer—step on it—stop!



STYLED TO LEAD
BUILT TO LAST

PRICES BEGIN AT
\$852*
FOR SPECIAL SIX
BUSINESS COUPE

Sedan prices start at \$898,
*delivered at Lansing,
Michigan. Transportation based on rail rates,
state and local taxes (if
any), optional equipment
and accessories—extra. Prices subject to change
without notice. A GENERAL MOTORS VALUE

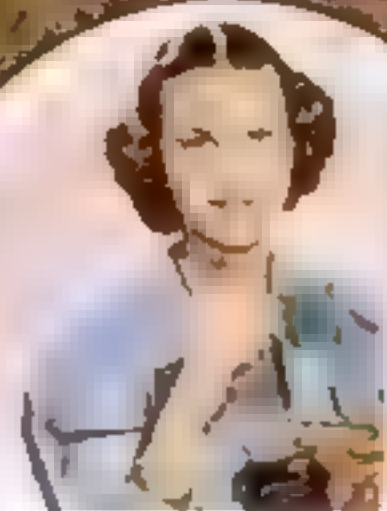
Car Illustrated: Special Six 4-Door Sedan, \$945* (Same model Eight, \$987*)

THE CAR



IT'S

OLDSMOBILE



*A Part of the Old South's
Great Tradition*

"The grand halls at the old Maxwell House
were famous when grandmother was a
girl and so was the superbly delicious
coffee that was always served there!"

SAYS

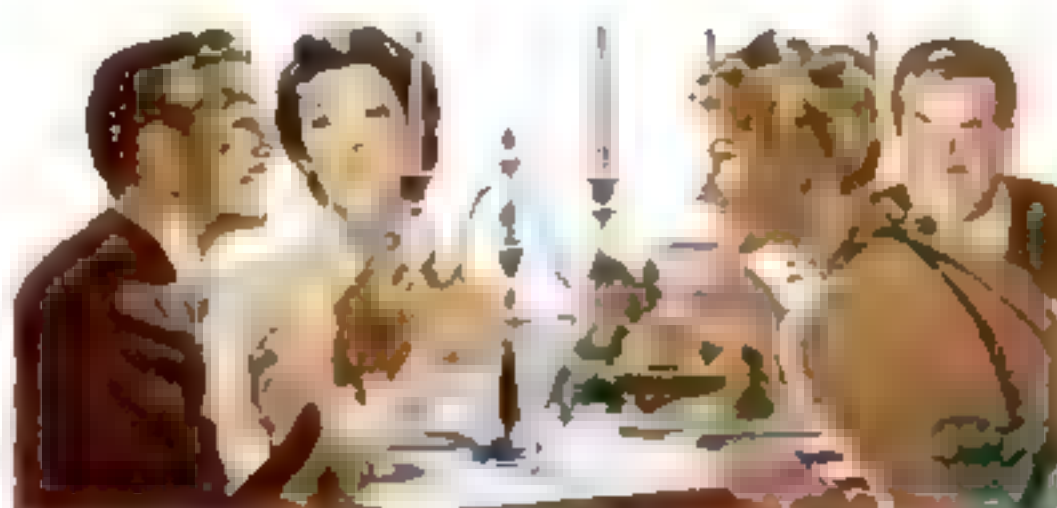
Mr. Edward W. Smith, Jr.
popular young hostess of
Atlanta, Georgia

Now **A NEW MAXWELL HOUSE
EVEN RICHER IN EXTRA-FLAVOR COFFEES!**



JACK: "Sue . . . this coffee is simply grand . . . so rich and
flavorful. I never tasted such good coffee in my life!"

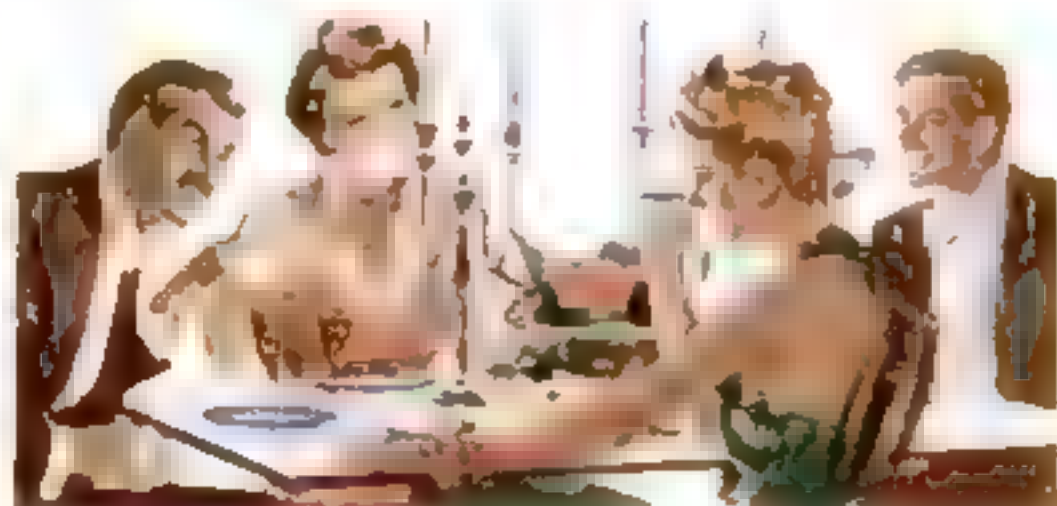
SUE: "May I give you another cup, Jack? It's the new
Maxwell House, you know. They tell me it's richer than
ever in extra-flavor coffees . . ."



DON'T DELAY TASTING the wonderful new Maxwell House
yourself! It contains far more of those coveted extra-
flavor coffees that come from Central and South America!
They're strictly highland grown, very choice. The blend?
That's one of the famous secrets of the coffee world!



THESE BETTER COFFEES have always been limited in availa-
bility. But we are now able to obtain the great quantities
we need; they are blended by secret methods into the new,
richer Maxwell House. Each makes its own delightful
contribution. Every cup is . . . good to the last drop!



PEOPLE EVERYWHERE have been quick to sense the extra-
mellow goodness of this new Maxwell House. Truly a
luxury coffee . . . in every way except cost. For Maxwell
House is now being featured at the lowest price in history.
Won't you try a pound? Copyright, General Foods Corp., 1949

**ANOTHER GREAT CONTRIBUTION
TO YOUR COFFEE PLEASURE**

Ever since it was first introduced more
than half a century ago, the exclusive
Maxwell House blend has stood for match-
less coffee enjoyment. Many additions
have been made to its fine quality. The
special "Radiant Roast" process has given
you coffee roasted evenly through and
through. The Vita-Fresh vacuum tin has
brought it to you truly "Roaster-Fresh."
And today, Maxwell House adds another
great improvement—for it is now **EVEN
RICHER** in premium, extra flavor coffees!

A product of
General Foods



**2 CORRECT GRINDS
—DRIP OR REGULAR**

Tune in Thursday Evening! Maxwell House Coffee Time,
with Fanny Brice as "Baby Snooks," Dick Powell, Mary
Martin, Meredith Willson's Orchestra, NBC Radio Network.

GOOD TO THE LAST DROP

THEY FIT WHERE
SHIRTS SELDOM
FIT BEFORE...

because they're
Figurized*

- Can't wrinkle across bosom—Smooth from armpit to collar
- Can't bulge under arms
- Can't overlap at shoulders

There's nothing Smarter than
FRUIT OF THE LOOM
SHIRTS

only \$4.65 at better men's wear shops
Fruit of the Loom Co. P. O. Box 1000, P. O.

Landlord Fill
the *Flowing Bowl*
WITH
**CHATEAU
RENAULT**



Champagne punch is the aristocrat of punches just as champagne cocktails are the king of cocktails. See that they're made with naturally fermented Chateau Renault Sparkling Wine, American Champagne, bulk-process. The great uniformity, clarity, and bouquet of

"Chateau Renault" make it preferred by many experts to the more costly bottle-fermentation process also in use by Renault. Chateau Renault's price is low. Buy Renault, the wine without fault.

AMERICAN CHAMPAGNE, SPARKLING WINE, STILL WINE, VERMOUTH
L. N. RENAULT & SONS INC.
ONE HARBOR CITY, N. J.
Continuously since 1870

LETTERS TO THE EDITORS (continued)

distress. These lessons teach us to hasten to reform our country and to learn to live by ourselves.

CHALONG PUNGTRAGIL
Quebec, Canada

• In the past, Thailand may have been kicked around by other countries, but now it certainly is helping Japan kick around a few countries. When Japan moved against French Indo-China, Thailand sent a lone "token" bomber over Indo-China as an indication of sympathy with Japan.—ED.

Two Trees

Sirs

While looking at the Oct. 14 issue of LIFE, I found this Indian picture in the ad of National Life Insurance Company. Then continuing I found this



COULD THIS TREE BE BENT



AND GROW TO LOOK LIKE THIS?

particular tree in the article *New England Indian Summer*. Could it be?

This is a great possibility because of the age of the tree

A. KUBITSCHER

San Francisco, Calif.

Molotov Cocktail

Sirs

The "Molotov cocktail" which appeared in the last issue of LIFE isn't really new. We served the "Molotov cocktail" daily at the Belle Isle

Although the ingredients I use are different, they are as follows: ¾ vodka, ½ grenadine, 1 oz. cognac and a twist of lime.

It does a neat job of throwing and it explodes without a fuse

BILL SCHNEIDER,
Head Bartender

Belle Isle Cafe
Minneapolis, Wis.

Deanna's Birthday

Sirs

We don't mind your saying Deanna is going on 19, but let's stick together on her birthday. It is Dec. 4, not 14. We ought to know—we're writing her biography.

JAY GORDON

Kentfield, Calif.

• Biographer Gordon had better check his proofs. Deanna Durbin's birth certificate shows that she was born Dec. 14, 1921 in Grace Hospital, Winnipeg, Canada.—ED.

How "Tired Pop" lost his alibi!



1. Pop always had the same excuse. When the youngsters wanted him to come out and play or pinch-hit on their teams...Pop was "too tired." Pop stopped playing his Saturday afternoon golf, too. His legs couldn't seem to last the round. But when Mom found out that there's a new way to reduce tiredness...see what happened to Pop!

2. It's simply by drinking a food that fights fatigue...Knox Gelatine. Mom got the idea when she read of hundreds of men and women who took the Knox 28-day test.* 2 out of 3 who started, and 9 out of 10 who completed it reported tiredness definitely reduced. (The same Knox Gelatine Mom used for salads and desserts was used in these tests!)

*23 different occupational groups took the test. Included were both mental and manual workers...salesmen, electricians, typists, engineers, physicians, housewives.



3. If you're tired because you don't get the right protein in meals...try drinking Knox Gelatine. It's all protein.

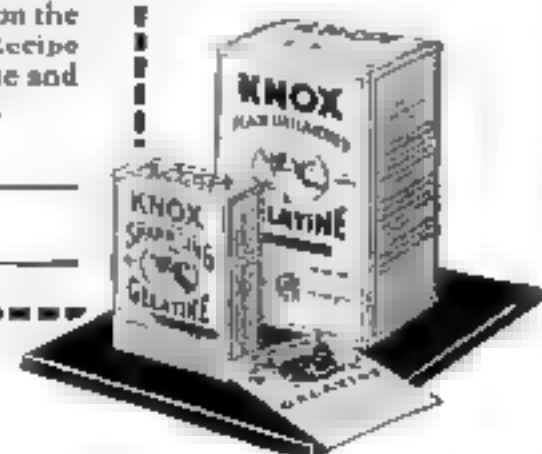
Drink 4 envelopes a day for the first 2 weeks; then 2 envelopes a day for following 2 weeks. Thereafter as required. Stir contents of one envelope into ¾ glass of water or fruit juice. Drink immediately. (Directions in every package.) Knox is tasteless. For details on the Knox Build-Up Plan, send this coupon.

Buy Knox Gelatine—the only gelatine used to fight fatigue in these hundreds of tests. Buy the familiar 4-envelope kitchen package or the money-saving 32-envelope package.

FREE... complete details on the simple new way Knox Gelatine is helping to fight fatigue. Send this coupon today for your copy of Knox Bulletin on the way to build endurance. Also free to you...Mrs. Knox's 35 page Recipe Book of delicious desserts, salads, pies, candies. Clip, fill in your name and address, and mail to Knox Gelatine Co., Johnstown, N. Y., Dept. 71

Name _____

Address _____



Knox Gelatine ...A FOOD THAT FIGHTS FATIGUE



Latest adventure to befall A. P. was on Sept. 24 when two bombs scarred A. P.'s London office. Staff of eight worked on in the basement and was cabling news 15 min. after first bomb.

SPEAKING OF PICTURES...

...THE HISTORY OF THE A. P.

One midnight in 1932, as Mahatma Gandhi was being secretly released from prison in India, Jim Mills of the A. P. emerged from the shadows. The Mahatma smiled at his old newspaper friend and sighed in mock resignation: "I suppose when I go to the Hereafter and stand at the Golden Gate, the first person I shall meet will be a correspondent of the Associated Press." The tribute that Gandhi was paying the A. P. for its accurate eyewitness coverage of worldwide events is shared by all who admire the freedom of the American press.

Largest and most unique among the world's great news-gathering agencies, the A. P. is a non-profit co-operative formed in 1848 by six New York dailies. It now numbers 1,400 papers which pool their news. As a further service the A. P. has its own correspondents digging out news, features and pictures all over the world. Its staff of 7,200 people file 1,000,000 words a day.

Published recently is *A. P.: The Story of News* by Oliver Gramling (Farrar & Rinehart) in which the drawings on these pages appear. In them are reflected some of the more breathless moments in the A. P.'s ceaseless search for news.



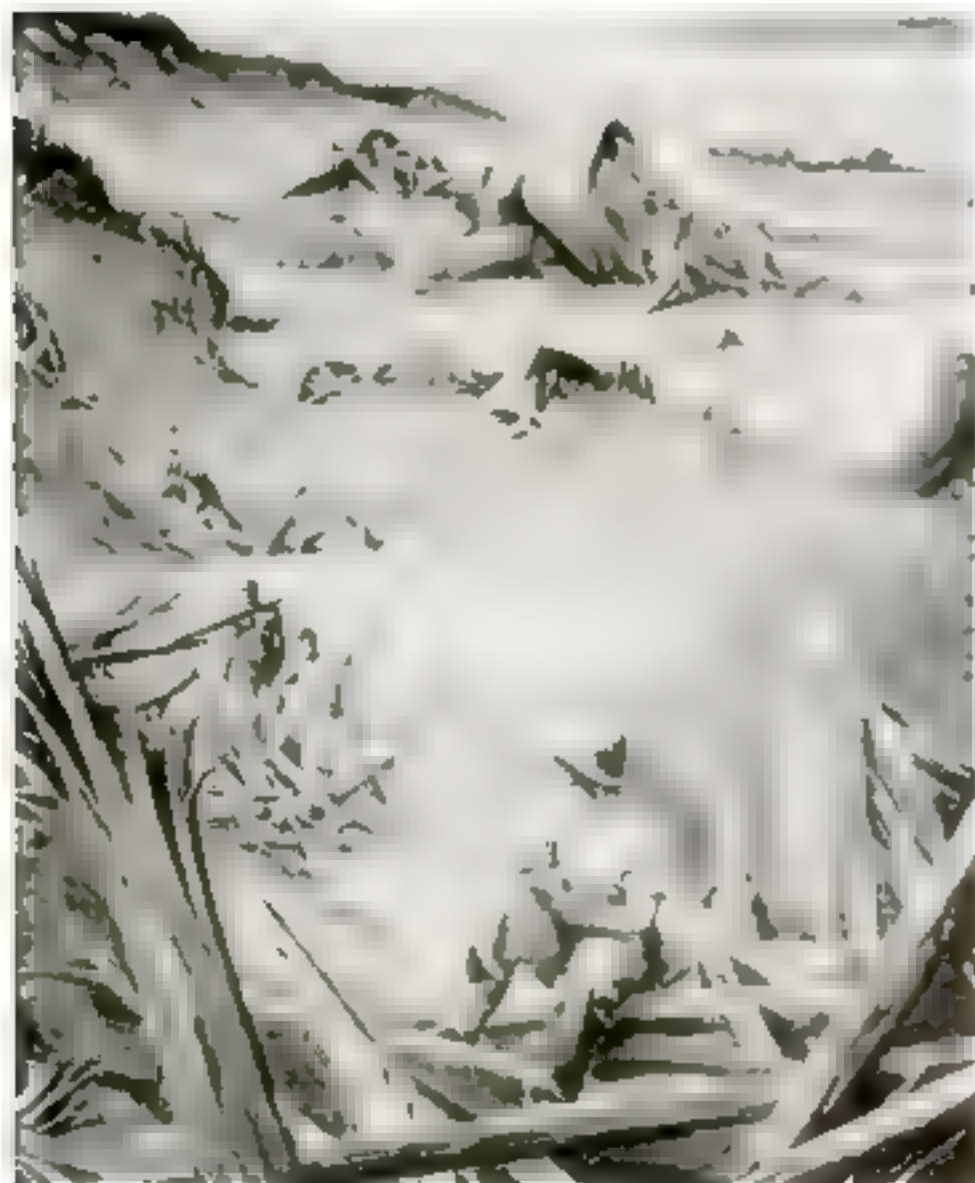
"First American reporter" was Samuel Toplioff Jr. who set out in a rowboat to meet boats entering Boston in 1811, got news first-hand to write down in Coffee House ledgers.



Lincoln saved an A. P. man's skin. When an impromptu speech by the President-elect caught Henry Villard unprepared to take it down, Lincoln wrote out speech for him.



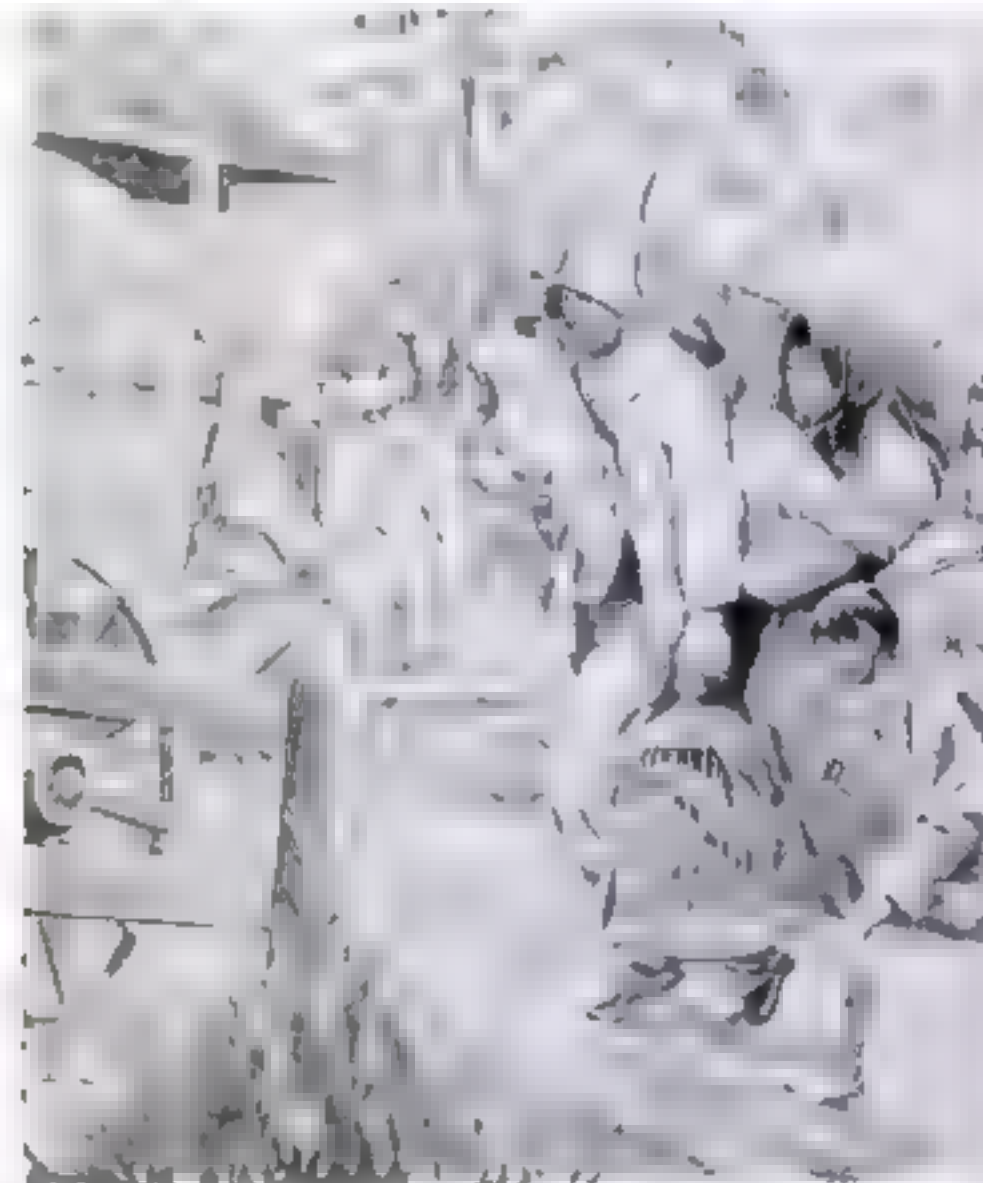
Custer's "Last Stand" in 1876 was covered by Mark Kellogg who rode beside Custer on a little mule. With Custer and 225 of his men, Kellogg met death at the hands of the Sioux.



Surviving Samoan hurricane of 1889, A. P.'s John Dunning sat amid wreckage which he described in what *London Times* called one of the most perfect bits of English ever written.



First story of Johnstown Flood in 1889 was handed up on a stick to telegraph lineman who sent message to New York papers and the A. P. with pocket-size Morse instrument.



Surrender of Santiago, Cuba, in 1898 was described by Alfred Goudie of A. P. who put on peasant disguise, and, carrying a bird cage and a baby, entered city before U. S. troops.



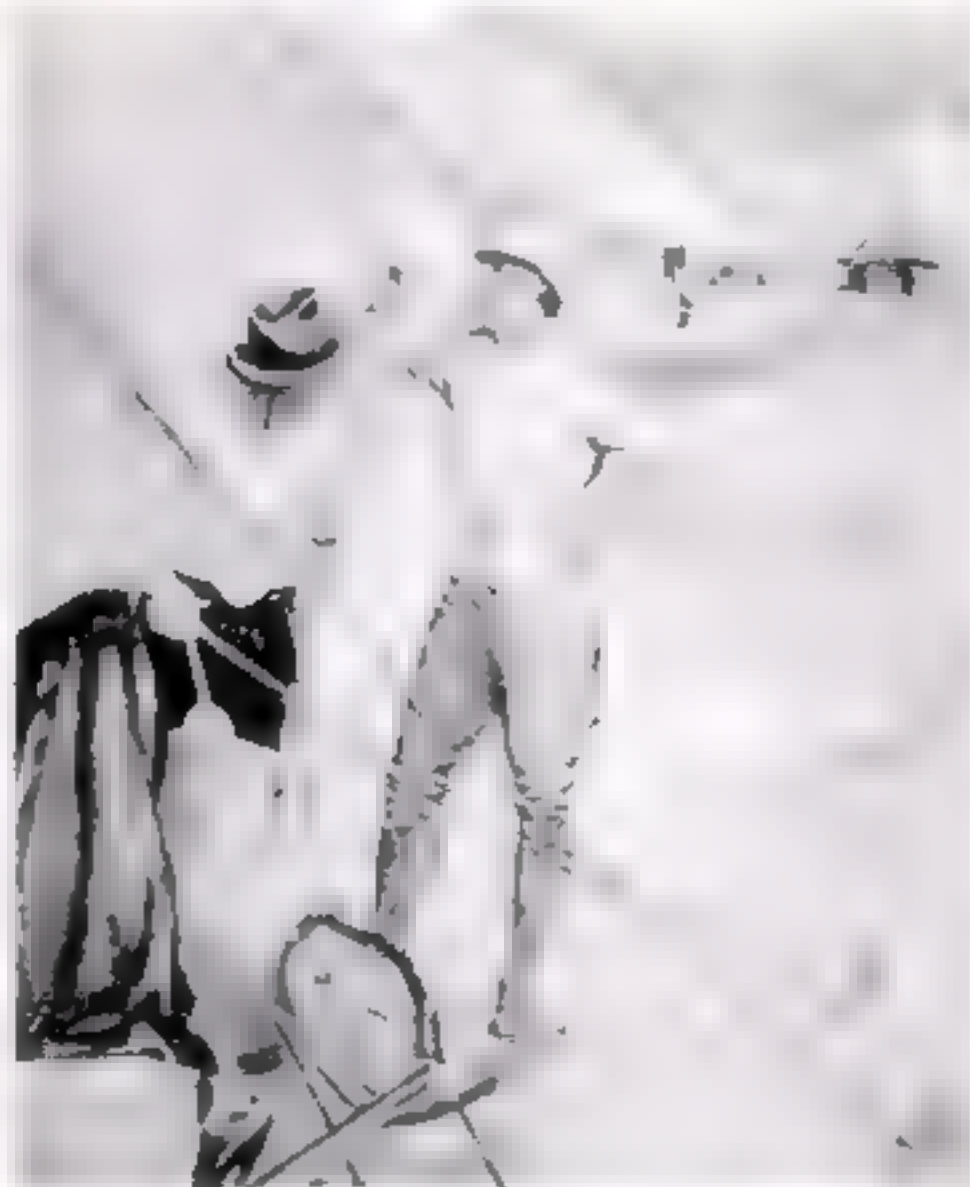
Sarah Bernhardt kissed Sam Davis, after an interview in 1907, remarking "The right cheek for the *Appeal*, the left for the *Examiner* and the lips for yourself." "Mister," said Davis, "I also represent the A. P. which serves 380 papers west of the Mississippi alone!"



Pancho Villa postponed a revolt on an A. P. man's advice. In 1917 he asked Norman Walker if the time was propitious to start trouble. Walker replied, "If you wait until after the World Series, you might make the front pages." Villa waited and made the front pages.



The crash of the dirigible "America," which was trying to fly to Europe in 1910, was reported first to the A. P. because America's wireless operator was a former A. P. man.



Discovery of Tutankhamen's mummy in 1923 was wangled out of an Egyptian by Valentine Williams (right), despite fact that *London Times* had paid \$100,000 for first rights.



As shells hit Madrid Foreign Ministry in 1937, Charles Nutter sat there and telephoned an uncensored account to the A. P. in London. The Spanish censor (left) had fled to shelter.

She looks like a Million

BUT SHE HASN'T MUCH SENSE!



SORRY YOU HAD TO BLACKJACK YOUR FRIENDS INTO DANCING WITH ME AGAIN TONIGHT, BOB

SIS, YOU'D WOW THE STAGLINE, NO FOOLING, IF ONLY--WELL, DO ME A FAVOR? SEE OUR DENTIST ABOUT--ABOUT YOUR BREATH!



HERE'S WHAT THE DENTIST SAID...

TESTS SHOW THAT MUCH BAD BREATH COMES FROM DECAYING FOOD PARTICLES AND STAGNANT SALIVA AROUND TEETH THAT AREN'T CLEANED PROPERLY. I RECOMMEND COLGATE DENTAL CREAM. ITS ACTIVE PENETRATING FOAM REMOVES THESE ODOR-BREEDING DEPOSITS. AND THAT'S WHY...



COLGATE'S COMBATS BAD BREATH...MAKES TEETH SPARKLE!



"Colgate's active penetrating foam gets into the hidden crevices between your teeth...helps your toothbrush clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath. And Colgate's safe polishing agent makes teeth naturally bright and sparkling! Always use Colgate Dental Cream—regularly and frequently. No other dentifrice is exactly like it."

LATER—THANKS TO COLGATE DENTAL CREAM

YOU LOOK LIKE A MILLION TO THE STAGLINE TONIGHT, SIS!

ISN'T IT MARVELOUS, BOB? AND ALL BECAUSE I'VE A BROTHER WHO MADE ME HAVE SOME SENSE!



COLGATE DENTAL CREAM, TWICE A DAY, WILL HELP YOU KEEP BAD BREATH AWAY!



COLGATE
RIBBON DENTAL CREAM

20¢ LARGE SIZE
35¢ GIANT SIZE
OVER TWICE AS MUCH

NOW—NO BAD BREATH BEHIND HER SPARKLING SMILE!

SPEAKING OF PICTURES

(continued)



San Francisco Earthquake of 1906 found A. P. men covering the disaster in a specially-marked A. P. car. The A. P. was the first news agency to get word through by sending the news via Honolulu after all trans-American telegraph lines were down.



Eddie Neil, who covered Ethiopian war, was killed at front in Spain when a Loyalist shell hit car in which he was sitting.



James A. Mills, who followed Japanese advance in China in a wheel-row was A. P. foreign correspondent for 24 years.



"Bloody Sunday" in St. Petersburg, when troops fired on demonstrators before the Czar's Palace in 1905, was covered by an A. P. correspondent named Verschekle, shown seated in the middle of a group of Guard troops in the Russian Baltic provinces.

This is a faithful reproduction of the first of a series of gorgeous, original portraits of the Dionne Quintuplets. Kre-mel Dessert appointed the famous American painter, Willy Pogony, to capture the personalities of each of these lovely little girls.

YVONNE THE "LEADER"

Her four sisters certainly look up to Yvonne! She is sympathetic, understanding, responsible. It's Yvonne who takes *petite* Marie by the hand when she is overcome by shyness. It's Yvonne who ties "Lady" Cecile's shoe, straightens Emilie's ribbon.

Yvonne is friendly, gracious. She often entertains her sisters and guests with dances and songs. Her talent for drawing is marked. Mauve is her favorite color.

WANT A COPY OF THIS PORTRAIT?

Kre-mel Dessert will send you, postpaid, a beautiful, lustrous art reproduction of this exquisite painting of Yvonne. It is mounted on heavy board, with a hanging tab on the back—a lovely, colorful decoration for your walls. You may frame it, if you prefer. Just print your name and address on the back of ANY Kre-mel Dessert package front and mail it together with

10c

In coin to Kre-mel Dessert, P. O. Box 720, Chicago, Illinois.



World Copyright 1940. King Features Syndicate

Kre-mel is the favorite Dessert of all the Quints

WHEN it comes to desserts, the "Quints" aren't really so different from millions of other children who enjoy creamy-smooth, wholesome Kre-mel Dessert every day. And mothers certainly appreciate Kre-mel. For it's as easy as a-b-c to prepare, and ever so economical. Kre-mel is *good food*, as nourishing

as it is delicious. It's rich in Dextrose, food-energy sugar. Dextrose is the *only* sugar used *directly* by the body for energy. It helps sustain brain and body activity, helps fight fatigue.

Thrill your family with a Kre-mel Dessert tonight! In addition to the four rich, true Kre-mel flavors you see here, there is a delicious Caramel

flavor Kre-mel—and the *new* flavor, CHOCOLATE PEPPERMINT Kre-mel. On the back of each package of Kre-mel are easy-to-follow recipes for delightfully *different, new* desserts. Ask your grocer for Kre-mel today. Pick your flavor—or try them all! And, like the Quints, make Kre-mel *your* favorite dessert.

MAKE DELICIOUS, EASY, ECONOMICAL DESSERTS WITH KRE-MEL!

VANILLA PARFAIT
Ice creams, fruit moulds, Kre-mel "Tortoni" and dozens of other delicious desserts are made with Kre-mel.



BUTTERSCOTCH PUDDING
Milk, Kre-mel, a little cooking—and *presto!* You have a grand, rich, creamy-smooth dessert! Use Kre-mel for pie too!



LEMON MERINGUE PIE
Make it the sure, easy way with Kre-mel... perfect consistency, delightful tang, wonderful lemon flavor!



CHOCOLATE SULTAN
A dream of a fruit and nut dessert prepared in 5 minutes. Recipe on back of Kre-mel Chocolate Flavor package.



WHAT A BREAK! A SWELL-TASTING BREAKFAST THAT HELPS TO GIVE US THE VITAMIN B₁ WE NEED DAILY!



DO YOU KNOW HOW IMPORTANT VITAMIN B₁ REALLY IS?

Post Toasties now give you this precious energy vitamin — and it's in no other corn flakes!

An Extra Benefit—at no Extra Cost!

NOW, in Post Toasties and no other corn flakes, you get the extra benefit of Vitamin B₁—the energy vitamin you need every day. And this added vitamin is yours at no extra cost!

Post Toasties now bring you the rich, delicious toasted corn flavor the extra crispness millions have always loved. *Give this new benefit for your daily diet.*

Every 4-ounce serving of Post Toasties with milk now provides up to 50% the daily Vitamin B₁ requirement for young children, and that needed by other children and adults.

And remember—the new Post Toasties are **THE ONLY CORN FLAKES** that give you this

important Vitamin B₁ benefit in your daily diet!

VALUE ADDED TO VALUE! When buying cereals, the cost per ounce is the cost that counts! So compare the *net weight and price* of Post Toasties with other leading brands of ready-to-eat cereals. You'll find, on the average, that Post Toasties cost far less per ounce. That the price you pay for a big Post Toasties package—as you'll notice, 12 4 1/2 oz. gals. extra savings at no extra cost! And now, *adding value to value*, Post Toasties bring you what no other corn flakes offer—full Vitamin B₁ value of 100% corn. And remember, the new Post Toasties give you this extra benefit at *no extra cost*. Copyright, General Foods Corp., 1950

1. WHAT IS VITAMIN B₁?

Vitamin B₁ is a food substance that is vital to well-being. Lack of this precious element may cause poor appetite, nervousness, listlessness, and, in children, subnormal growth.

2. HOW DOES VITAMIN B₁ WORK?

Vitamin B₁ plays an important part in helping the body get energy from food. For example, carbohydrates are a rich source of food energy; supplied abundantly by corn flakes, Vitamin B₁ is needed to help transform carbohydrates into useful physical energy.

3. HOW OFTEN IS IT NEEDED?

You can't be at your best unless you get a substantial supply of Vitamin B₁ every day, for the body is constantly using Vitamin B₁ and cannot store up an adequate reserve.

4. WHO NEEDS VITAMIN B₁?

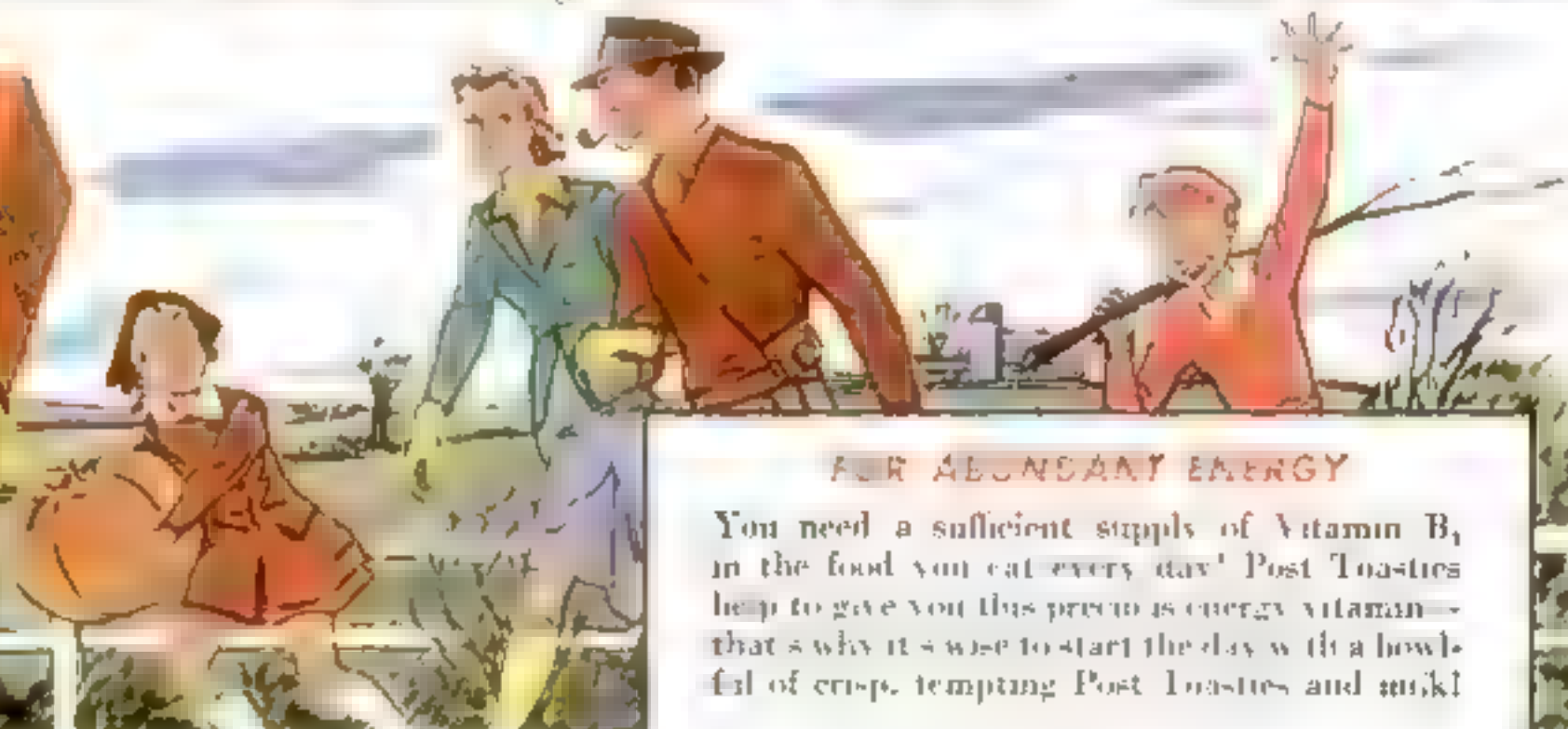
Authorities say 3 out of every 4 people do not get enough Vitamin B₁. And, although you eat substantial meals every day, you may not be getting your Vitamin B₁ requirements. So be sure to choose foods with a good supply of Vitamin B₁ daily.

5. WHERE CAN I GET VITAMIN B₁?

The natural, economical way to get Vitamin B₁ is in the food you eat. But, it is often lost in the preparation of foods. So, in the interest of better nutrition, Post Toasties are now enriched with Vitamin B₁—to help you get your daily supply.

Post Cereal made by General Foods


ENJOY POST TOASTIES DAILY—THE ONLY CORN FLAKES CONTAINING VITAMIN B₁



FOR ABUNDANT ENERGY

You need a sufficient supply of Vitamin B₁ in the food you eat every day! Post Toasties help to give you this precious energy vitamin—that's why it's wise to start the day with a bowlful of crisp, tempting Post Toasties and milk!

ESSLEY



SHIRTS

WITH THE FAMOUS
TRUBENIZED*
STARCHLESS COLLAR

NEVER WILTS • NEVER WRINKLES
REQUIRES NO STARCH

\$1.65 to \$2.50

ESSLEY SHIRT CO., EMPIRE STATE BUILDING, N. Y. C.

FROM LIFE'S CORRESPONDENTS

The personal letter published below was written between air raids by Stanley Lupino, popular British comedian, to his wife, Connie Emerald Lupino, who is now in the U. S., where their daughter, Ila Lupino, is a Hollywood star. The illustrations that accompany this letter were drawn for LIFE by Wallace Morgan. —ED.

"It's Not the Bombs . . ."

London

Dearest Connie:

The Germans are trying all the devilment that hell can supply. There is hardly an unfortified district that they have not bombed. But they cannot beat the Cockney spirit. It is so wonderful that if I should even try to tell you, you would scarcely believe it. Homeless people sitting on their few belongings in the road, singing *There'll always be an England*.

We A. R. P. wardens have been at work from sunrise to sunrise. I had two hours' sleep one week (in bed). The intensified gun barrage we are putting up is so terrific the birds in the trees are falling dead by thousands. It is unceasing, with the sky above with bursting shells and shrapnel falling like rain. We do our rounds in complete darkness and in dashes run, fall flat, wait, run. We also have to dash to put out incendiary bombs and listen for the dull thud denoting a time bomb that has been dropped. This is the most hazardous job, as it means searching in darkness with only a tiny light. And the bomb may go off at any time. Two nights ago I and one other warden searched for a time bomb for 6 hours with guns firing and bombs falling every minute. Thank God it was only a huge piece of shrapnel that had caused the alarm.

The shelter of which I am in charge is crammed. People sleep in it all night. I've improvised a small block-house near the top of the shelter from which we can watch for spies or agents who try to signal enemy aircraft during air raids.

They don't laugh at wardens any more. They bless us and look upon us as their greatest friend in need. Children run to us when they see the familiar black tin hat with the "W" on it in white. Conductors won't take fares from us and shops hardly want to take payment. We are policemen, nurses, firefighters, distress helpers,



YES . . . IRON IS ESSENTIAL for growing youngsters (and for grown-ups, too) . . . to help build good, healthy, red blood. Bosco adds to milk iron that is lacking in many foods. And children drink more milk with chocolate-flavored Bosco. Costs so little, too.

IRON: Relative available amounts in
SPINACH —
RAISINS —
BOSCO —



Easy to mix. Bosco is a concentrated liquid. Stir one teaspoonful of chocolate flavored Bosco into a cup of whole milk hot or cold, and it's ready.



"Homeless people sit by the road singing 'There'll Always be an England.'"



Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he's supplied. Bosco Co., Inc., 150 Madison Avenue, N. Y. C.

(continued on next page)

larger
women
become

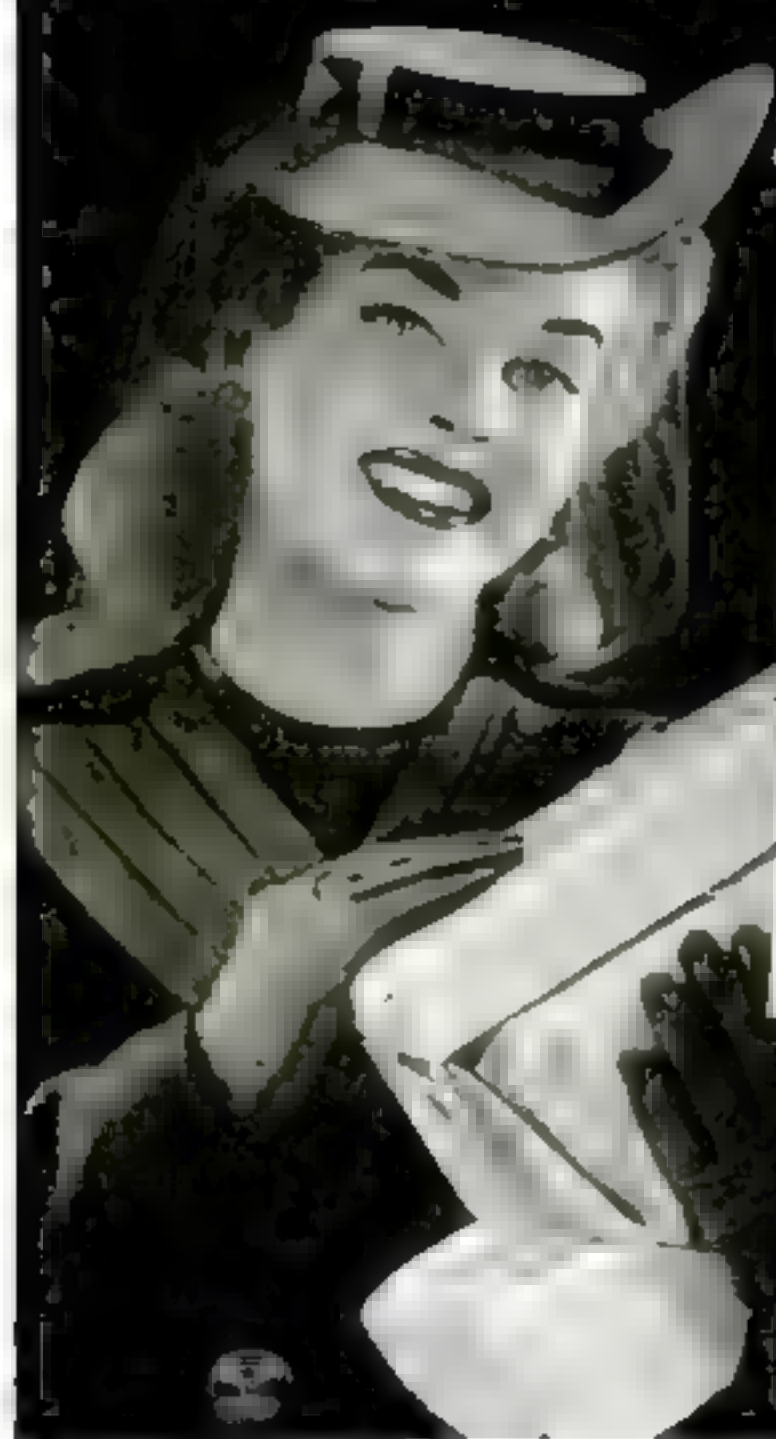
*Fashion Figures
in a Rite-Form*

"Figures!—faulty or
fashionable—WHICH?"
tells how a size 36 to 56 is
smoothed to its slimmest with
emphasis on youthfulness

A post card to
RITE-FORM 635 SIXTH AVE.
NEW YORK CITY
will bring you this
figure-analyzing booklet

On sale at better stores everywhere

I walked miles hunting bargainsand found a Shortcut to Love!



The going's easier these days... since I discovered Pepsodent Antiseptic gives me 3 times the safe breath protection, lasts 3 times as long, makes my money go 3 times as far!



Detour: Washout!

They went out of their way to avoid me...even the boys I used to date. Socially and romantically life was a washout! I got so tired being alone I almost gave up all hope of ever having any fun.

Right Turn!

I tagged along with crowds of bargain hunters...walked miles just for the company. Smart people, these shoppers! They certainly did me a good turn...led me right to Pepsodent Antiseptic.



You can visit us now in our Honeymoon House

Now I know more than ever the importance, the allure of a clean, sweet breath. I never take chances...Pepsodent Antiseptic always safeguards my breath-appeal, gives me added confidence for those critical close-ups.

To curb unpleasant breath, spend just a few moments, morning and evening, gargling with Pepsodent Antiseptic.

Pepsodent Antiseptic is thoroughly effective and still antiseptic even when diluted with 2 parts of water. Thus, it goes 3 times as far as ordinary mouth washes, gives 3 times the safe breath protection.

Get a bottle today.



Pepsodent
Antiseptic
Your 'Breath Insurance'

THIS MUCH
Pepsodent
Antiseptic when
mixed with two
parts of water

=

EQUALS 3 TIMES
AS MUCH
EFFECTIVE
ANTISEPTIC!



FROM LIFE'S CORRESPONDENTS (continued)



"She whispered softly, 'I just wanted to feel a man's hand against my face'."

watchers for danger, aids in sickness and lack of food. We give comfort and confidence to all and sundry. The little shelter at the bottom of the garden now has seven refugees living in it. The old lady of the party is 89 and pats my hand when I pop in on my rounds during the night.

When I visit the sleeping people in shelters, I never speak but only stand and inspect them. But they all say they feel my presence even in the darkness. They know the familiar swish of my mask and the soft tread of my heavy gun boots. I never wake them. I just stand in the dim light of a night light and if one wants to talk, he whispers. One girl, a typist, was awake in a shelter built for 60 but with 180 people in it. Huddled in a heap on the floor she looked up and whispered: "Hoh! my hand, sir, just for a minute." I said, "Of course," and after a while she pressed my hand to her face and said: "I feel better now. I just wanted to feel a man's hand against my face. My man's been gone three months and I'm going to have a baby."

These are only a few of the things that happen, Connie, heart-hurting things. It's not the bombs or the guns that upset you. It's the loveliness of the people. Neighbors who have never exchanged a word now huddle together for warmth and pity. I saw a pale-faced boy of 18 with an old lady's head pillowed in his lap. He was stroking her hair. "Your Mum?" I asked. "No, sir," he replied, "I don't know her."

And then I trek back through dead streets without a human being to be seen in the darkness and peep into a coal cellar through a grating. And in the dim light of a hurricane lamp I see a girl sleeping on a mattress and a dog curled up with its head on her chest. Two months before she was starring at His Majesty's Theatre. Now she has not been able to bathe or eat properly for a week without shells screaming above and bombs dropping. Coal is piled up on one side of her and even rats come out in the cellar. A film star. But she won't go. She carries soup, pails of water, scrubs and looks out for others. No complaints, no lipstick, not a whimper.

I pass on down the path, keeping close to the old poplar trees that seem to say "keep close to me, pal." I'm challenged by a sleepy guard. I give my number. We swap cigarettes and then down to look at my big family of 25 all quietly sleeping in a shelter.

I pull my tin hat down over my eyes and doze. Not for long. A

(continued on p. 20)



Are you BLACKLISTED because of blackheads?

Why don't you take care of your skin the way men and women do... give it a chance to be clear and healthy, as Nature intended? For just a few cents a week, you can give your skin the proved benefits of Pompeian Milk Massage Cream.

Make no mistake... Pompeian is NOT a highly perfumed, sissy product. It's just a good, efficient "facial." You spread it on, and as it dries, massage it off. Off comes the cream, out come blackheads... and your skin looks like a healthy young man's skin *should* look. This treatment stimulates the circulation of blood in the skin, gives your face a natural glow and freshness.

Send for sample today... and start getting the best dates.

Send 10c for big sample

The Pompeian Co., Baltimore, Md.
Enclosed is 10 cents. Please send jar of Pompeian Massage Cream and directions for use as a "facial."

Name & Address.

City & State.





Equitable Life recognizes **SAFETY IN THE AIR**

Colonel Edgar S. Gorrell, President
Air Transport Association
Chicago, Illinois

My dear Colonel Gorrell:

It has been the privilege of the Equitable Life to make many advances in the business world but none gives me greater satisfaction than our recent recognition of the progress made by the Air Transport Industry.

The Equitable has removed all restrictions in life insurance coverage on fare-paying passengers flying on scheduled airlines within the United States.

In making this announcement, we cannot take credit for being adventurous, because the advance in aviation safeguards has been such as to remove those elements of hazard which might appreciably affect the risk.

Please accept my congratulations to you and all

members of the Air Transport Industry on establishing such an efficient and dependable form of transportation.

Faithfully yours,

Thomas I. Parkinson, President
The Equitable Life Assurance
Society of the United States

FOR THE RECORD: In 1926, the first year of scheduled flying in this country, 5,782 brave souls traveled in small, single-engine planes.

In 1940, giant multi-motored airliners will carry more than two and a half million men, women and children well over one billion passenger-miles.

From the beginning, insurance statisticians have continued their slow unbiased recording of the

figures upon which premiums are based.

When trip insurance was first issued to the air traveler, he paid a dollar for \$5000 coverage. Today, he pays 25 cents, the same as for a trip by rail.

And now that the Equitable, one of America's most progressive life insurance companies, has announced its new policy, the fact is confirmed that air travel is today a commonplace mode of transportation.

Write for the free illustrated booklet which tells the dramatic story of this nation's great Air Transport system. Address:

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This educational campaign is sponsored jointly by the 17 major Airlines of the United States and Canada, and Manufacturers and Suppliers to the Air Transport Industry.



Ask Your Travel Agent

It is easy to buy an air ticket to any point on the domestic or international airlines. Simply phone or call at any Travel Bureau, Hotel Transportation Desk, or local Airline Office, for airline schedules and fares or general information.

TO HAVE AND TO HOLD THAT
FRESH AS A DAISY LOOK!



Flower Arrangement
by Irene Hays

Ralo Lotion

by Elmo

a powder base, filmy thin and velvety smooth
—makes make-up adhere the day long
—helps keep your skin young looking!

You will adore your make-up and the way it remains "fresh as a daisy" the day long when you use Ralo Lotion as a make-up base. Ralo Lotion is filmy thin—makes powder adhere—keeps skin free from shine and powder from caking. It softens your skin and acts as an invisible veil to guard it against drying caused by harsh weather conditions. \$1.10 Everywhere.



Elmo

PHILADELPHIA • SAN FRANCISCO

FROM LIFE'S CORRESPONDENTS

(continued)



In the shelter I saw a pale-faced boy
comforting an old lady he did not know.

gentle tap and a voice. "Come on, first aid," and out I go. An old lady has had a heart attack. I open the medical cabinet. By morning she is quite well again. At 6 o'clock the all clear signals its welcome wail. Tired, pale faces come out of holes in the ground. I make tea and go to bed.

Two hours and I am on duty again because of another raid. I look up and see a terrific air battle. Gosh, it's a four-engined Dornier. There's the A. A. letting loose. My God, they've got him. He's slight. He's falling. Tiny puffs of white denote the crew bailing out. Look, it's falling—seven tons of metal falling like a slow leaf. I pray it does not hit a house. There come the crew. One of them with no parachute. German bones will smash a hole in English soil. Another is falling. Hitler, you're losing, you're losing. You tried to bring terror to us, but it's coming to you.

I am doing my bit. But so is all Great Britain. And never was the word "grent" so truly applied. When it's over we can face the world and if the word British doesn't open the doors to all the world's hearts, then I shall be glad to put my tin hat on again to help prove it.

DADDY

Meet Captain Chudo

Bangkok, Thailand

Although he has spent only one year at sea in the course of his career, well-mannered Captain Kamilo Chudo was head of the Japanese naval delegation which recently wrested military privileges for Japan from French Indo-China. At a recent interview in Hanoi, Indo-China, I found him very willing to talk to American journalists.

The world, he said, was going to be divided into four parts. One part for Germany—Europe. One part for Russia—Russia. One part for Japan—Asia. One part for the U. S.—America. England was going to be defeated and that was a great danger for America. I asked why. Because, he said, the English Government and Navy would then come to Canada and they would fight with the U. S. in America. In his Nipponesque view there is no room for two strong nations in one continent. (I could feel his "sympathy" for us.)

He touched on the negotiations in Indo-China very briefly. Here too it seemed there was a misunderstanding. Japan had wanted co-operation and the French had been unwilling to co-

(continued on p. 22)

Charley Glendening of Haddington Heights worked so hard days that he couldn't rest nights. Tossing wide-eyed on his bed, he'd count sheep till, smothered in wool, he'd at last fall asleep. But now he drinks BOVRIL, that good beefy brew that erases fatigue as the sun chases dew. At ten o'clock morning he has a hot cup. Each afternoon he again takes a sip. These, stowed in his hold, keep him peppy all day. At night he's asleep ere his head hits the hay.



At Fountains • 10c a Cup • Hot

At food and drug stores, in jars and cubes, for home use. Adds an extra toothsome note to gruels, soups, sauces and stews. BOVRIL of AMERICA, Inc., Camden, N. J.



Famous for its Beefy Flavor

A TIP-OFF
ON FOWNES \$100
SENSATIONS

"Fantore"
Fan pleated
detail and
sunburst pointing

"Chevron Drape"
Shirred wedge insert
stitched for that
"hand-sewn" look



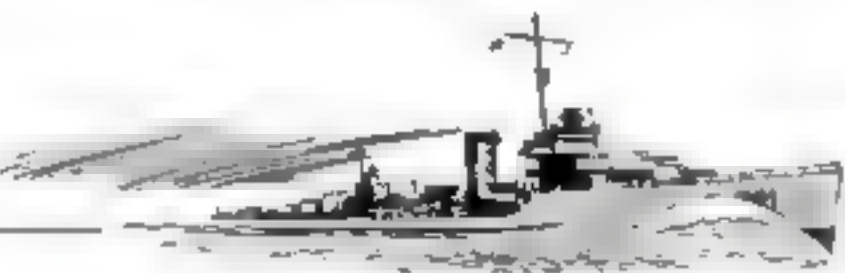
Both done in fine sueded rayon fabric in a range of stunning new colors. Also black, brown and navy. At better stores everywhere

FOWNES

163 years of fine glovemaking
ONE PARK AVENUE, NEW YORK CITY

"I've got to catch
that train!

... my husband is
sailing to Cuba!"



THERE I was—one minute too late—and my husband's destroyer was leaving for Cuba in six hours! If only I hadn't gone visiting that week-end! If only I had gotten his telegram sooner! If only my watch hadn't lied . . .

But no time to think about that now. I'd missed the train. What to do? I called my friends . . . begged them to drive me to the Navy Yard. "We'll be right down!" they said. "Hold everything!"

I did. And, waiting for them, I found out why trains pull out on the dot. It seems there's something called *Time Inspection**. 300,000 railroad men have to pass it regularly. Their watches have got to be right—or else! "That's why trains run on time," said the gateman. "And that's why so many railroad men carry Hamiltons."

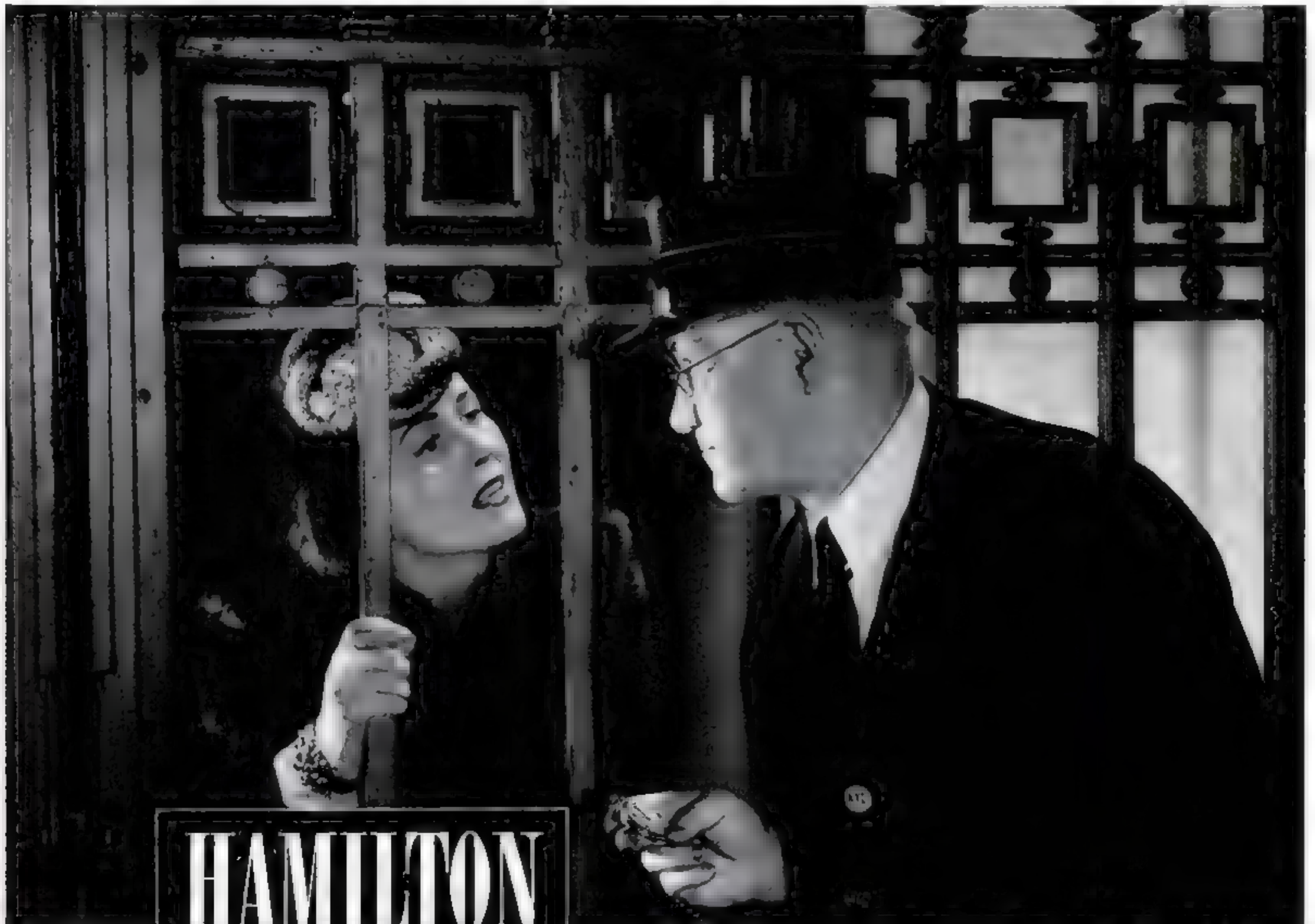
Too bad I didn't. Bob's destroyer had gotten under way when we got to the Navy Yard.

I guess I was pretty teary-eyed when I spotted him on the bridge, waving frantically. "I missed my train!" I shouted. "My watch was slow!"

"Don't you worry, darling," he yelled back through his megaphone. "I'll be back in three weeks and—can you hear me?—this Christmas I'll get you a Hamilton!"

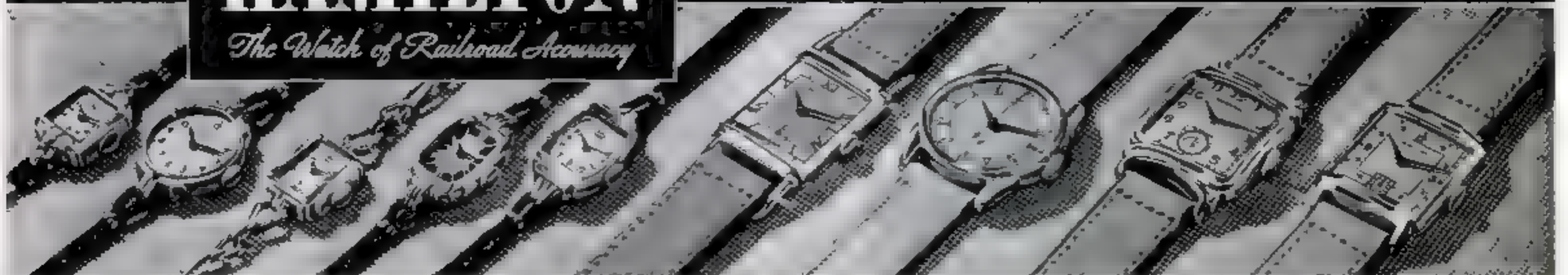
All Hamiltons have 17 or more jewels, precious metal cases. \$37.50 to \$5,000. Made in U.S.A. Write for folder, Hamilton Watch Company, 419 Columbia Ave., Lancaster, Pa.

*Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade that Hamilton makes.



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The Watch of Railroad Accuracy



LADY HAMILTON. (D4) 17 jewels, 4 diamonds set in white gold. 14K white or natural gold case. \$80	FELICIA. 17 jewels. 10K white or natural gold-filled. Gold or silver finish. Black numeral dial. \$40	NANCY. 17 jewels. 14K natural gold-filled. 18K applied gold numerals. Gold-filled bracelet. \$52.50	BITA. 17 jewels. 14K white or natural gold-filled. Applied gold numerals or black zone dial. \$45	LAURA. 17 jewels. 14K natural gold. With 18K applied gold numeral dial and domed crystal. \$35	WILSHIRE. 19 jewels. 14K coral gold-filled. Comes with black numeral dial shown. \$52.50	SENTINEL. 17 jewels. 10K natural gold-filled. Exclusive new second-setting feature. \$42.50	VINCENT. 17 jewels. 10K natural gold-filled. Comes with 18K applied gold numeral dial. \$45	TOURNAINE. 19 jewels. 14K natural gold. Modern two-tone dial with applied gold dots. \$90
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"Magic Baton" Gives True Tone Mastery! Now thousands can enjoy mastery of tone once offered only in premium-priced instruments! Like a "Magic Baton," special controls let you choose the exact tone balance you like at any volume! Greater reserves of power and an improved speaker assure crystal-clear tone—from a whisper to full-symphony passages few instruments can reproduce!



"Silk Glove" Automatic Record Changer! New enjoyment of recorded favorites—and new safety for cherished records—are yours with the Concert Grand! A greatly improved mechanism plays and changes up to 14 records—and does it with "silk glove" care that ends fears of clipped or broken records, false starts and damage done by lowering the tone arm onto a bare turntable!



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FROM LIFE'S CORRESPONDENTS

(continued)

operate. That was all. What did the Japanese Navy want? Only a few Indo-Chinese naval bases. (I made a mental note of that one—it was the first time any Japanese naval officer had admitted point-blank that they were asking for naval bases. And how would the negotiations end? Everything would be all right, Captain Chudo assured us. The French would not fight, but were only mobilized Japan would wait a little while and the French would give in.

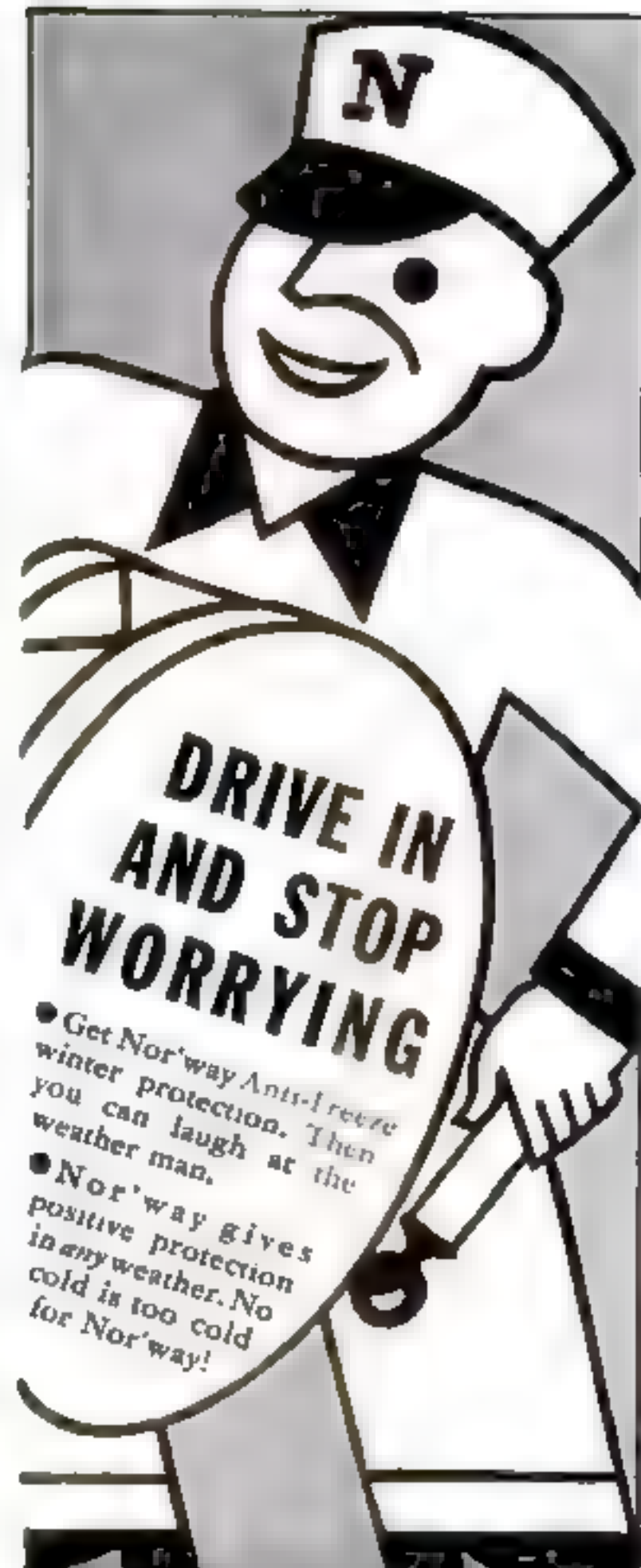
Then Captain Chudo suddenly shifted the conversation. He wanted to ask us some questions. He had heard that we had just come from Chiang Kai-shek's capital at Chungking (so that was why he had consented to see us. Was Chungking being badly bombed? Very badly indeed, we said. And I added that his planes had hit my house once and destroyed all my clothes. He was very sorry and smiled. I went on to flatter him. Japanese Navy planes were much better than the Army planes. The Navy planes do more damage and are more accurate. Oh, said Captain Chudo quite modestly, we do not try to be accurate, we just drop bombs anywhere over Chungking. (I checked that one too. The Japanese Foreign Office spokesman had always insisted that only military objectives were sought. Evidently these Japanese gentlemen disagreed, but Captain Chudo certainly knew more about Navy policy than the Foreign Office.)

He set off on another conversational tack. Had I left Chungking by road? Yes, I had. Had I seen any Chinese airplane factories on the way? (Very eagerly put.) No, I had not. Where were the Chinese airplane factories then? In the southeast, I replied vaguely. Captain Chudo was disappointed in me, but he continued.

Where did I live in Chungking? In the Press Hotel. Where was that in Chungking? With my finger I traced an imaginary diagram of Chungking on the table and said: "There." Immediately Captain Chudo handed me a piece of paper and pencil. "Draw it, show me," he implored. I drew a vague, triangular wedge on the paper and made a cross on it. Now Captain Chudo felt he was getting somewhere. He leaned forward and said confidentially, "And where does Chiang Kai-shek live?" (I am sure the Japanese Navy knows the whereabouts of Chiang Kai-shek at any moment better than any correspondent, but still the captain wanted to know.) I put my full forefinger down on a spot that covered two-thirds of the very tiny wedge that I had drawn and said: "There." Captain Chudo sighed.

Captain Chudo began seeking information again—this time a bit more circumspectly. American journalists, he said, were always taking pictures of countries they passed through. He was very interested in pictures of China. Maybe I had some pictures of nice scenery, of interesting planes, of Chungking? Regrettably, I shook my head. I had no pictures with me. So sorry. Captain Chudo paused, sucked his breath. He was very sorry too. The interview was over.

THEODORE W. WHITE



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Nor'way gives positive protection in any weather. No cold is too cold for Nor'way!

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NOSE**



Has a cold pinched your nose shut—as if with a clothespin? Lay a Luden's on your tongue. As it melts, cool menthol vapor rises, helps penetrate clogged nasal passages with every breath...helps relieve that "clothespin nose!"

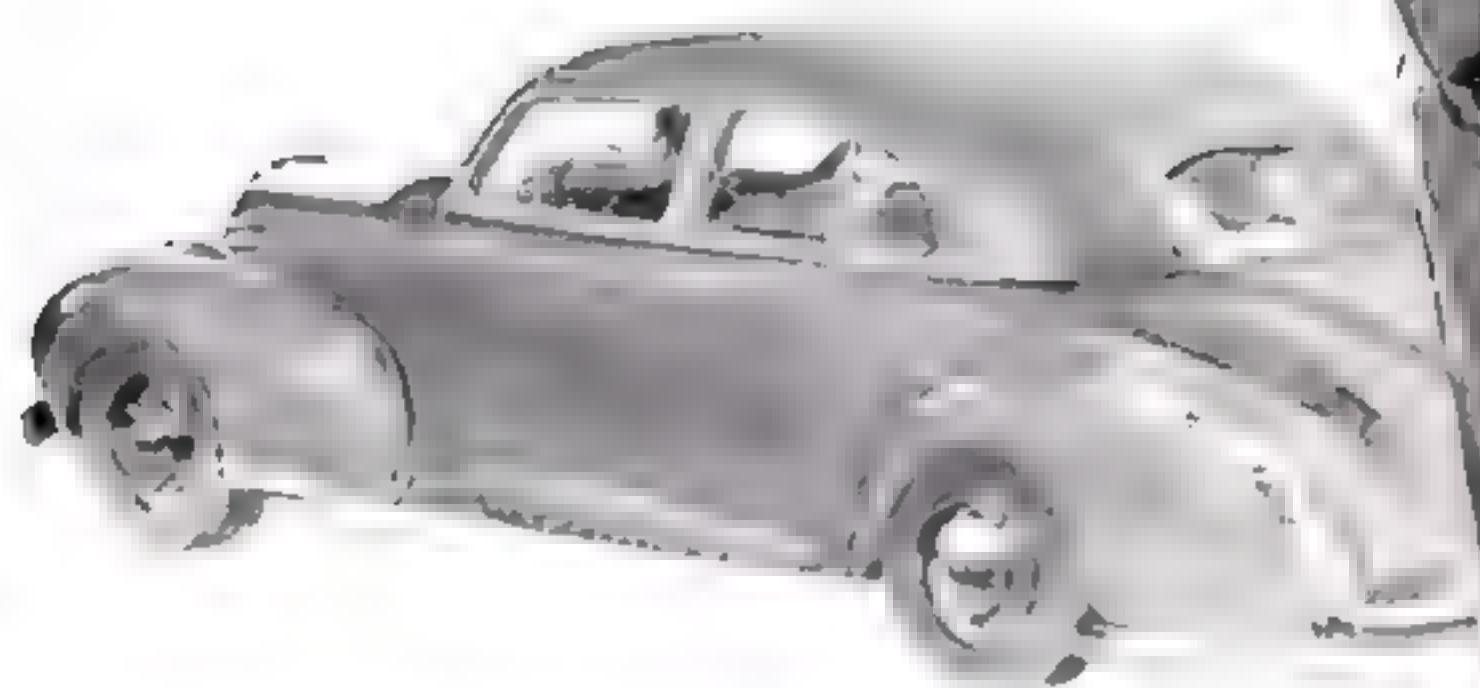


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When the young driver "solos"



When there were three candles on his cake he sat on your lap and held the wheel.

He used to shout "Go fast, Paddy"—and lean on the horn for all he was worth.

When he got old enough to "reach" you even let him "steer"—when no one was coming.

But you were along to guard, to judge, to take over . . .

Now, that boy is ready for automobile "soloing". Or maybe it's that girl.

When a youngster steps into your business, you expect to train him.

Is it any different when a youngster steps into your car—to drive?

You expect a boy to learn to skate, play football and ride a bike on his own hook.

He can learn to drive a car through trial-and-error methods. But those trials are dangerous and those errors can be costly.

A boy must be physically able to drive and mechanically alert enough to drive before he can get a driver's license in his home city.

There are many good ways to teach the boy to drive. Parents who drive well and have a little patience can be good instructors.

Often, a third person can teach better than the parent—a friend who is an expert, or perhaps your automobile dealer.

In many cities, modern schools of driving are turning out expert graduates. Many thoughtful parents have found these schools the ideal way to teach good driving to children.

It is not the province of this page to go further into such details as getting a driver's license.

Our object is to write about the moral responsibility and care which can never be put in rule books.

A careful-driving father is the best example for a starting-to-drive son.

Beyond how to start, stop, shift gears and park, the parent has certain driving intangibles to get across to his boy:

- that having the right-of-way doesn't always mean having the "right;"
- that trucks take up more room than coupes;
- that bright lights at night distort easy daytime roads;
- that the itch to go fast isn't the sign of good drivers;
- that overcrowding causes many accidents—when eight youngsters are to go, two cars should go.

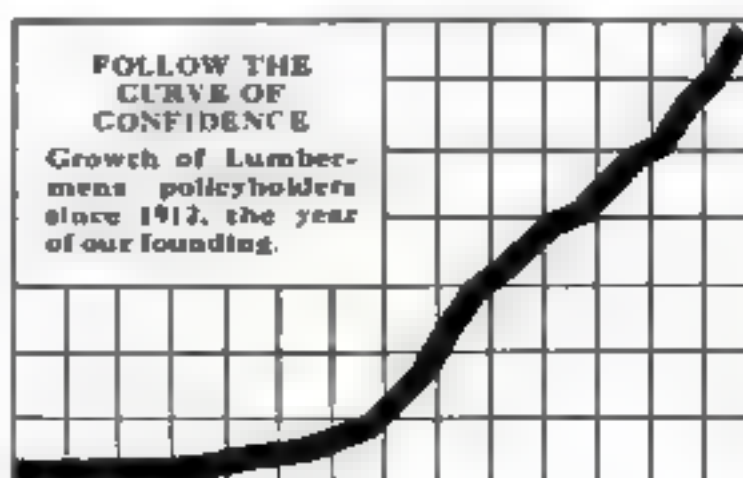
If you study your son (or daughter) at the wheel, you will be better able

to judge how soon he is capable of taking that wheel on his own.

We believe, in this motoring age, teaching "Teensters" the Facts of Driving is almost as important as teaching them the Facts of Life.

* * *

Ask the Lumbermens agent in your city, or write our home office in Chicago, for "Why Ask for an Accident?", a new booklet containing latest safety information.



No Matter Who Drives Take This Worry Off Your Mind—

"If anything happens how will I pay?"

The answer is, "Good insurance will pay."

Lumbermens is good automobile insurance. It is pocketbook and legal counsellor. It pays the costs, if the other fellow wins. It makes good the property, if you are adjudged to have damaged it. It offers the most complete, careful coverage that has been devised to date.

Lumbermens is low cost insurance, too—as reasonable as is commensurate with safe coverage. Lumbermens record of dividends paid back is one of the highest in the business.

Lumbermens sponsors such important public safety measures as the "Not Over 50" Club for the purpose of helping make automobile accidents happen less often.

Lumbermens is the "greatest name in automobile casualty insurance" with agents located in every state and throughout Canada. There is a Lumbermens agent near you.

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The ZENITH Universal Recorder —a Home Recorder Radio with Phonograph

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You can record your voice—or music—or a radio program—or anything—right in your own home—and play it back instantly. Just talk—and when you're through, the record is ready to play.

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LIFE'S PICTURES



LIFE Photographer Eric Schaal spent three days in the Maine woods with game wardens, got them to re-enact the tricks of poachers (pp. 118-120) and with them found the deer on page 118 hanging from a wire noose. A LIFE writer who accompanied Schaal reported, however, that his hardest job was to excite the photographer over deer when Schaal spied a choice fern, which later found its way to Schaal's prized terrarium. Before leaving Maine, Schaal extracted from his game-warden guides a promise to send him a chipmunk. Only mishap during the trip was not in Maine but in Schaal's New York apartment where his pet horned toad died. LIFE readers will remember Schaal's photograph of a bee hunt (Oct. 14).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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11—HOT OTTO HAGEL
12—From A. P. THE STORY OF NEWS by OLIVER GRAMLING published by FARRAR & RINEHART INC. etc. I. H. INT.
13—From A. P. THE STORY OF NEWS by OLIVER GRAMLING published by FARRAR & RINEHART INC.
14—A. P.
17, 18, 20—WALLACE MORGAN
24—P. C.
29—DETER from B. A. SCHOSTAL PRESS AGENCY
30, 31, 32, 33—DETER from B. A.
34—T. W. W., PETER STACKPOLE—DET. A. P.—HOT II WILL LANG
35—CHAS. E. STEINWART
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62, 64—EISENSTADT-PIX
66—GLOBE MILL
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92—HOT FERNAND BOUREL
95—OTTO HAGEL & HANSEL MIETH
96—OTTO HAGEL & HANSEL MIETH etc. det. II drawings by A. SODARO
97—OTTO HAGEL & HANSEL MIETH
99—C. OTTO HAGEL & HANSEL MIETH—HOT OTTO HAGEL & HANSEL MIETH OTTO HAGEL
100—OTTO HAGEL & HANSEL MIETH
101—C. OTTO HAGEL & HANSEL MIETH HOT OTTO HAGEL & HANSEL MIETH (2), OTTO HAGEL
102, 103—OTTO HAGEL
104—INT. etc. I. H. EISENSTADT-PIX
105—INT. etc. I. H. EISENSTADT-PIX
106—GLOBE MILL
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Glamour Legs by Mojud

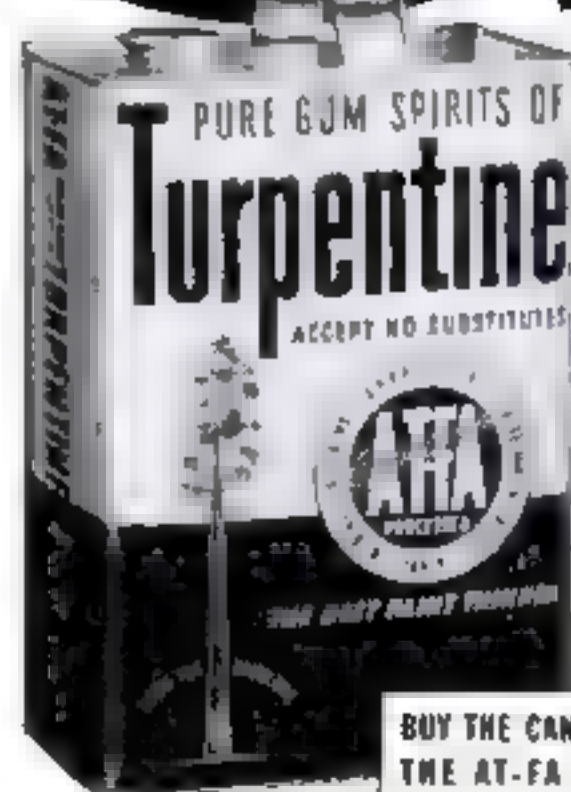


Whether silk or nylon... every pair made with loving care... to bring you glamour, beauty, extra wear. Preferred by millions of women. Sold by over 6,000 stores, coast to coast. SILK, 79¢ to \$1.25. NYLON, \$1.35 & \$1.50.

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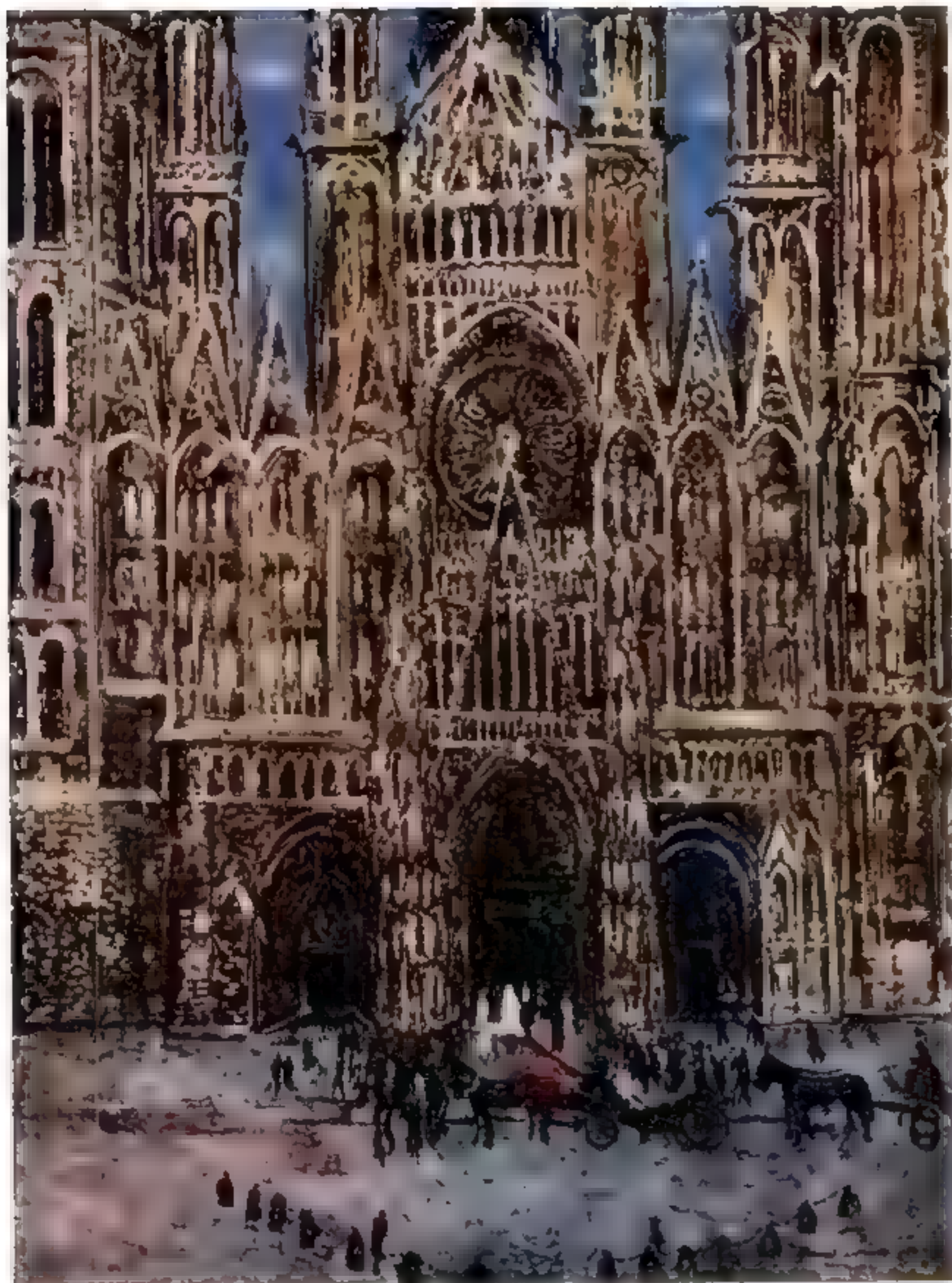
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THE CATHEDRAL AT ROUEN, PAINTED BY BERNARD LAMOTTE, M.L.

What man first spoke the words . . . what
sweetheart first gave diamond ring
to pledge a wife . . . what bride wore something old
and new and blue . . . these matters are lost
in far antiquity. Yet each man finds
them strangely new and moving upon the eve of his
own wedding. No gay young groom, however eager, turns quite
unshaken from his marriage service. For here are words that

to this day no man may repeat lightly . . .
or fail to hear them echoing down his lifetime.

It is then that he first appreciates
each time-honored step in
the whole lovely ritual from clear, rejoicing
bells to the white brilliance of the
diamond flashing once more above its shining
new companion-circlet. He may count
himself fortunate if the diamond he
chose at the time of his engagement be a fine
one. For just as the words he has repeated
can never be unsaid . . . so all the
successes of his future cannot
replace that ring in the affections of his
wife or on her finger. A reliable jeweler will
assist him gladly in the worth-while
resolve to give a noble stone. For color, cutting,
absence of imperfections must be
considered as well as carat weight, if
their diamond is to reflect their
brilliant happiness from this day forward.

Current Prices of Unmounted Quality
Diamonds. (Exact weights shown are
infrequent.) Size alone does not deter-
mine values. Purity, color and excellence
of cutting affect the price. Many fine
jewelers will arrange payments for
diamonds over an extended period.

One-half carat, priced		\$100 to \$200
One carat, generally		priced between \$325 and \$600
Two carats,		generally priced from \$900 to \$1750
Three-carat stones		from \$1600



We call canned peas the sweetheart of the meal because everybody in the family loves them and because they have an affinity for practically all other foods—meats, poultry, eggs, seafoods and other vegetables.



Check canned peas on these four points—the buying guide for any food.

1. Will my family like them?

Most children will eat canned peas without coaxing. They have a mild, pleasing flavor as compared with some of the stronger flavored foods. They have color, "class" and tenderness. They are good any time.

2. Are canned peas good for them?

Canned peas are especially rich in body building proteins, require an liberal amounts both by adults and children. They are an excellent source of Vitamin A and certain quantities of Vitamin C and the Vitamin B group, including Vitamins B₁, thiamine and G.

3. Are they easily prepared?

They are all ready to heat and serve.

4. Are they economical?

There are young, tender peas within the reach of every purse. They go farther—can be "stretched" less not ceasing.

Your grocer is offering some excellent values during Canned Pea Month. CANNED PEA MARKETING INSTITUTE, Inc.

PEAS AND CUES

Types of peas. Early Junes or "Alaska," round and smooth skinned. Swarts or Flat Peas are more elongated and in shape, with slightly wrinkled and deep skins.

Size of peas. "Swarts" are available in sizes from No. 1 (Pint) to No. 6 (Sixths). There is a difference of 1/2 inch in diameter between peas of different sizes.

Amount per can. A No. 2 can of peas contains 2 1/2 cups, about what you would get by shelling 2 1/2 pounds of raw peas. Apply for 4 to 5 pecks.

Canned Peas for Variety, Vitamins and Value

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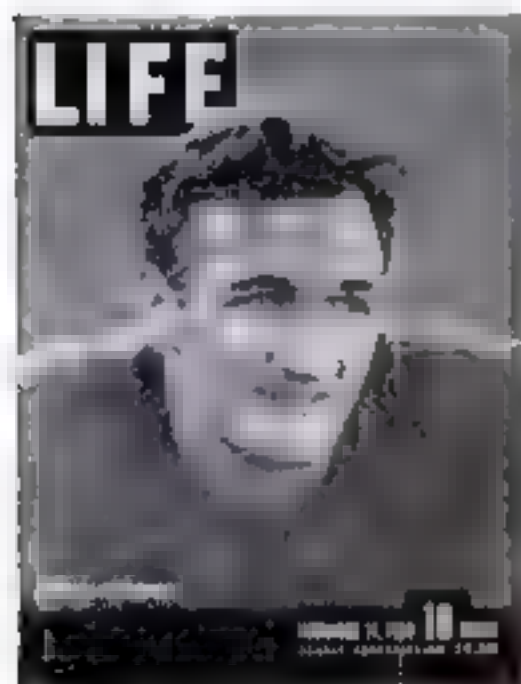
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LIFE'S COVER. On Sept. 28 Tom Harmon, halfback for the Michigan football team, was 21. Great player that he is, he celebrated his birthday by playing 33 min. against California at Berkeley, personally accounting for 28 of his team's 41 points. Four times he made a long run for a touchdown. As he left the game, 35,000 fans rose to their feet, chanted "Happy Birthday, dear Tom." This picture was taken by Carl Bigelow of the Oakland Tribune as Tom neared the sidelines. For more on Harmon, as he joined football's Great by averaging 168.5 yd. gained per game, turn to page 104.

Mrs. Glum and Mrs. Glad



1. MRS. GLAD: Good morning, Mrs. Glum! A lovely day, isn't it?
MRS. GLUM: Doesn't look so good to me. Wouldn't be surprised to see it rain.



2. MRS. GLAD: It's great to be alive on days like this! I feel simply grand.

MRS. GLUM: Not me, Mrs. Glad! I've got so many troubles! First it's this and then it's that. And now I have to take those old cathartics all the time. It's terrible!



3. MRS. GLAD: (at the grocer's—a few minutes later) Mrs. Glum, here's something I want you to try. Did you ever think of preventing constipation instead of trying to "cure" it after it happens? We all need a special kind of food called "bulk." You may not be getting all you should. If so, eat KELLOGG'S ALL-BRAN regularly, drink plenty of water, and you'll go right to the cause of the trouble!



4. LITTLE AGATHA GLUM: (some time later) Mummy sent you these flowers, Mrs. Glad. She said you did her the nicest favor. And she feels like a million dollars. Oh yes!—and she said to tell you she's "Joined the Regulars"!

Join the "Regulars" with
KELLOGG'S ALL-BRAN

MADE BY KELLOGG & IN BATTLE CREEK

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IN names WE TRUST

When Antonio Stradivarius built a violin it had that deep, full-throated tone like nothing else on earth.

When the imitators in Cremona (they had them there, too) built their violins they didn't have what the Stradivarius had. Stradivarius became the violin name you could trust.



Whether it's a camera, an automobile, a watch, or a can of soup, almost everything we build in America bears a name.

Honest products bear good, honest names.

* * *

Shakespeare, some three hundred years ago, recognized the value of Good Names.

* * *

Factories may burn, sales offices may move, personnel may change, but the Good Name of a product goes on and on as long as it remains above reproach; as long as it stands for what somebody wants; and as long as its maker isn't caught back on his heels.

The maker of a quality product with an honest name has an honest responsibility.

He has to stay where people can find him and build to

the standard people expect. He has to live up to his name.

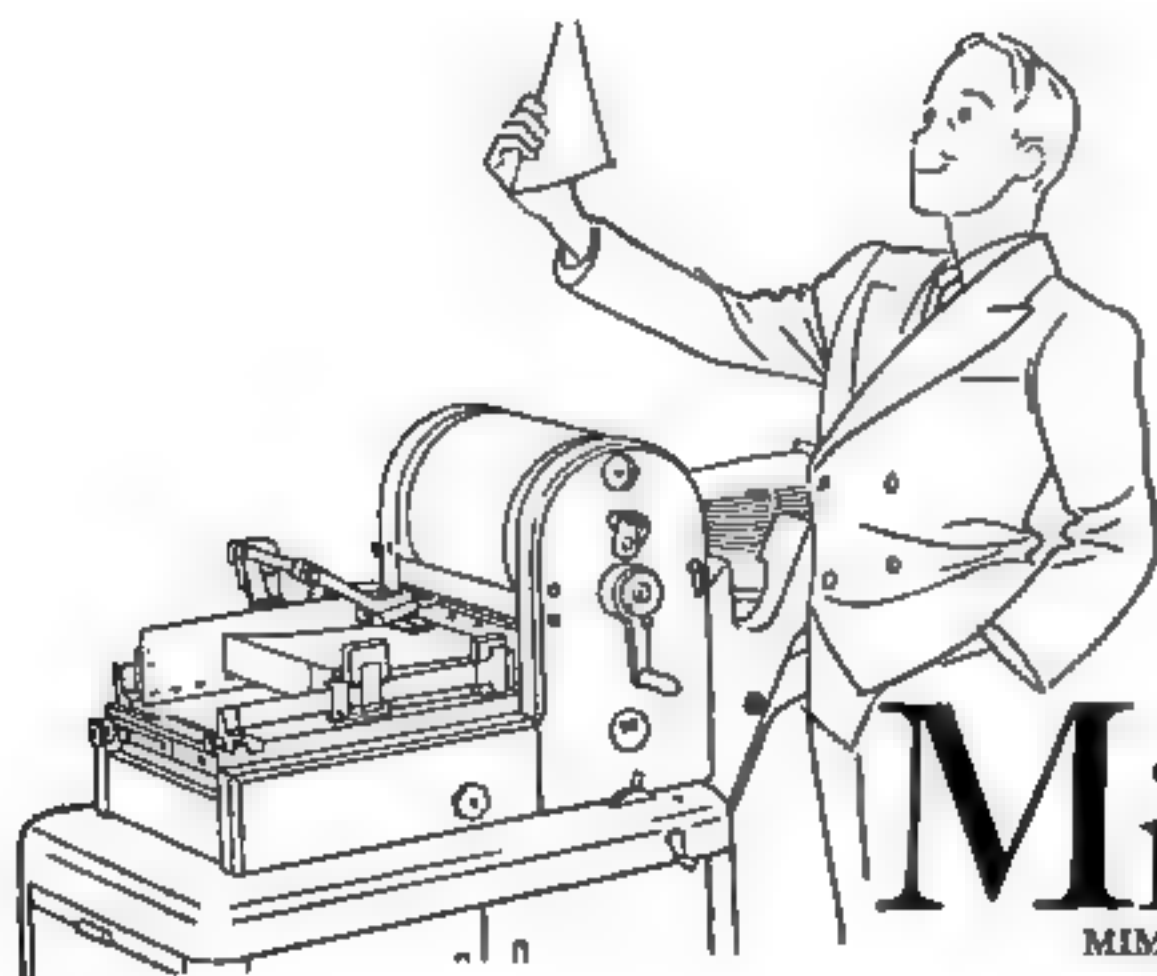
On the other side of the fence is the manufacturer who is in business to "sell it for less." He has no name to live up to. He has only price to cut down to.

He recognizes no obligation of service.

He feels no challenge of improvement.

We believe the people of this country deep down in their hearts love, honor and prefer the Honest Names in American Business for the quality they represent. They may experiment for a while, but sooner or later they come back to knock at the door they know—to ask for the product they can depend on.

When a salesman says, "It's just as good as something else"—better have a look at that "something else" before you put your money on the counter.



The Mimeograph name is the treasured possession of this company, because it represents the pioneer and leader in the field of stencil duplication, now so essential to all forms of American business, schools, institutions, and government.

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thinking, inventing and perfecting improvements in products so that the Mimeograph name will stand for more efficiency and service as the years roll by.

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The Fascist world gets together in Berlin. Hitler sits beside Italy's Foreign Minister Ciano and Japan's Ambassador

Kurusu. Hitler's Foreign Minister Ribbentrop (standing, at right) explains that their alliance is "for peace" (i. e., to-

talitarian peace). Germans are at left and right, Italians in center. In Spartan Germany, only the mightiest get seats.

HISTORIC PICTURES SHOW THE "UNIFICATION" OF EUROPE UNDER HITLER

For some weeks past the American people have had their minds filled and their eyes dazzled by a crucial and colorful political campaign. Insofar as they have thought about the European war it has been chiefly in terms of a duel between Germany and Britain.

During those weeks a new Continent of Europe has been taking shape. It is a continent united under the Fascist powers. By conquest, alliance or intimidation they now control Spain, Poland, Czechoslovakia, Austria, the Netherlands, Belgium, Denmark, Norway, France, Rumania, Bulgaria and Albania. They dominate Hungary, Yugoslavia, Sweden. Their ally in Moscow has taken care of Finland, Latvia, Lithuania, Estonia. They are grabbing for Greece. In all the Continent there remain outside their control only little Portugal and Switzerland, a corner of Turkey and the rock of Gibraltar. The attack on Britain has so far failed but Hitler and his satellites control 21 European countries and 300,000,000 human beings.

The actual work of putting this new Europe together was done by the dictators and their diplomats in a burst of continental traveling. On Sept. 19 a German armored train took Foreign Minister von

Ribbentrop to Rome. On Sept. 27 the Fascist diplomats assembled in Berlin to sign an alliance of Germany, Italy and Japan. On Oct. 4 Hitler and Mussolini met at the Brenner pass. On Oct. 22-24 Hitler traveled to Paris to talk with Laval and to the Spanish border to talk with Franco. On Oct. 28 Fuhrer and Duce met again. Hitler sent his army quietly into Rumania and Mussolini sent his into Greece.

These men were putting Europe together with a completeness Napoleon never achieved. They spoke



Adolf Hitler listens briefly in his armored train to Mussolini (left) and Ciano (right) on Oct. 4 at the Brenner pass.

of "the community which today is Europe . . . against which the enemy is waging war only from the outside." Their union has no justice nor internal harmony but it had an economic logic which, to some men, gave it an appearance of destiny. So carried away was France's Laval that he last week declared: "Democracy is dead all over the world. The almost unopposed victories of the totalitarian powers have convinced me."

When the conqueror received Japan into alliance (above), he looked chilly, as though the winds of the whole world were blowing about his ribs. And so they were. For here he partitioned the whole world. To Japan goes East Asia. To Germany and Italy go Europe and Africa. To Russia go the lands between, perhaps. To the U. S. goes, according to the Italian press, the Western Hemisphere, pending good behavior.

The British Empire and the island of England were still free and all the seas around the huge European land mass were ruled by the British and American navies. But that did not stop the big plans, the big talk. The warlords walked serenely in marble halls and over this marvelous new Europe rang the crashing rhythm of German military boots.



ROME

The Italian end of the Axis gets a visit Sept. 19 from the German Foreign Minister Joachim von Ribbentrop, who wears a white coat for the lovely Roman weather. Backed by his staff, he hustles across the loggia of his temporary home, the Villa Madama, named for a daughter of a Habsburg ruler of most of Italy as well as of Germany

and Spain, the Emperor Charles V. Not mentioned was one unfortunate episode in the history of the villa, its lamentable sacking by German soldiers of Charles V in 1527. The superb Renaissance ceiling is rated even above the loggias of the Vatican. The balcony is famed for its magnificent view across Rome. Raphael designed much of the villa.



BERLIN

The German end of the Axis strides down the vast Mosaic Room of Hitler's Reich Chancellery with the Japanese ambassador (only man in civilian clothes) and Italy's Foreign Minister (Count Ciano left with head bowed). Ribbentrop walks between them. Nothing could show better than this gaute room nearly 30 yd long and 50 ft.

high, the grandeur with which Europe's dictators have surrounded themselves. Italy can use the magnificent palaces of its past (see opposite page) but Hitler has built most of his own setting. He designed much of this Reich Chancellery, with the gold and grey eagles on the red panels, the gold mosaic inlay on the marble floor, the bronze doors.



CIANO, HITLER AND JAPAN'S AMBASSADOR, THREE MEN WHO PLAN TO RULE THE WORLD, ARE OBLIGED TO LISTEN TO INTERPRETER. HITLER CAN HARDLY WAIT TO TALK

FOUR FASCIST POWERS PUT PLOTTING HEADS TOGETHER

The Continent of Europe is now a unit, by the power of the sword. Under a combine headed by a German dictator, it resembles the Europe of Ancient Rome, Charlemagne and Napoleon. Its rulers even have an alliance with Japan, a pawn designed to checkmate the unruly U. S. This is a world undrained of two years ago, even by globe-conscious Nazi ideologists. It is a world that the U. S. must soon get

used to, either to fight or placate. It is really Hitler's word, though four nations are represented in the group below.

The mix of this supposed unity was sharpened when the foreign ministers of Germany and Italy met. It turned out that the German did not speak Italian very well, the Italian did not speak German very well. Both knew French, but discarded the idea of speaking the tongue of a subject people. Hence, both spoke English. That is a language both are dedicated to toppling from its present ascendancy.

The rulers of Fascist Europe make gorgeous pictures. They are generally full of smiles and cordial agreement. They wear well-tailored uniforms and

walk on red carpets. They talk very freely and heartily about gigantic world movements. They estimate matters now Scandinavia, now the Low Countries, now France, now the Balkans, now Britain, sometimes modestly the U. S. They period of the enormous risk. They say gleefully, seductively, "The plutocratic world order" they say gleefully, "is ripe for conquest." They talk behind drawn shades, look at the map a lot, and in generals wear their best medals and generally feel of themselves. They do not score on time. On Oct. 28 in Florence, Hitler and Mussolini attended a concert of chamber music where they heard beautifully rendered Moussorgsky's *Les Femmes d'Alger* and *Les Femmes d'Alger*.



JAPAN (AMBASSADOR), ITALY (FOREIGN MINISTER), GERMANY (FOREIGN MINISTER), SPAIN (DICTATOR'S BROTHER-IN-LAW) FINISH SMALL AND LARGE COFFEES



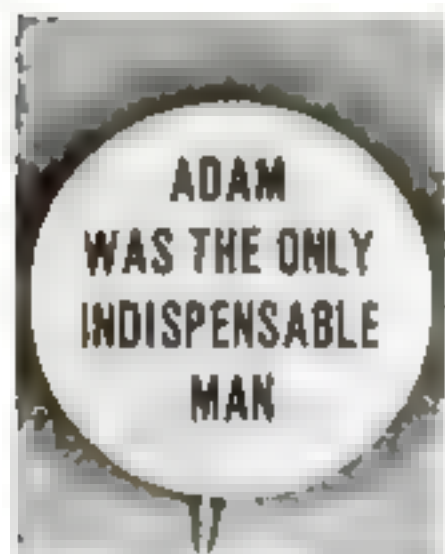
RIBBENTROP AND THE AGING DUCE

LIFE ON THE NEWSFRONTS OF THE WORLD

A hot and bitter campaign ends in America while a new war starts in the Mediterranean

As the most critical, most bitterly contested campaign of this century drew to its close last week, there were few Americans in public or private life who did not sigh with relief when the last editorial had been written, the last partisan word uttered, the last orator cheered. For the contest which began last summer on a high level of honesty and fair play had degenerated in its final week to a free-for-all of vituperation in which neither side could plead innocence of intent.

Mud was slung by the highest hands. Vice Presidential Candidate Wallace made a speech which enabled the New York *Daily News* to scream: "WILLKIE IS HITLER'S MAN, SAYS WALLACE." In his Brooklyn speech Candidate Roosevelt, after catching the Republicans in the bonehead act of advertising in the *Daily Worker*, went on to impugn his opponent's patriotism. On the other side Candidate Willkie denounced the President for employing "the tactics of Lenin, the strategy of Hitler and the preaching of Trotsky." He tried to make the President out a dictator for referring to Joseph P. Kennedy as "My Ambassador," when in fact every Ambassador, in the U. S. as in other countries, is the personal representative of the head of the state.



CAMPAIGN BUTTON

While the stars were growing careless of their blows, second-stringers were throwing punches in all directions. John L. Lewis' intemperate attack on the President was intemperately answered by Labor leaders who called him "a Benedict Arnold" and "a betrayer of Labor." Al Smith called the President the "chief apostle" of class hatred. After Kennedy came out for Roosevelt, General Johnson addressed his column to "the Hon. Joe Kennedy, U. S. Ambassador to Great Britain—or vice versa." Westbrook Pegler attacked members of the Roosevelt family and called Mayor LaGuardia a "mucker." Newspapers everywhere made political capital of Stephen Early's alleged "kneeing" of a Negro policeman which, whether he was guilty or not, had nothing whatever to do with the real issues.

Cartoons reached a new low with Hearst papers featuring one of the Statue of Liberty toppling from her pedestal, a dagger labeled "3rd Term" in her back. Buttons went from mean "Dr. Jekyll of Hyde Park" and "Better a Third Term Than a Third Rater" to plain obscene.

It was mere coincidence that the week after America's political campaign reached its dirtiest point was the week when Pierre Laval said "Democracy is dead all over the world." But to those unfamiliar with American tradition and temperament, the violence of attack and counterattack gave alarm—or wicked satisfaction—according to their hopes and desires. Foreign refugees in this country told the New York Times's Anne O'Hare McCormick that this campaign reminded them of the last free elections in Europe. "They could not understand," Miss McCormick wrote, "that our intemperate language does not mean what it means abroad—a prelude to violence."

Americans knew that after Election Day there was but one way to give the lie to Pierre Laval: to outgrow campaign intemperances and work unselfishly for the national unity that alone can make democracy thrive.

War in Greece. The Greeks were behaving more gallantly and effectively than anyone had hoped. With the help of bad weather and the mountainous terrain, they were keeping the far superior Italian land and air forces at bay. With fine impudence, they even invaded Albania at one point. Military observers were watching not only the war on land but also the developing war at sea.



CUNNINGHAM

The British Mediterranean fleet has kept the Italian fleet cooped up, has seriously threatened the line of communications between Italy and Libya. An ultimate aim of Italy's invasion of Greece is to secure good bases for an attack on Alexandria, the essential British Mediterranean naval base. Both Italians and British had their eyes on Crete, the big Greek island which is 100 miles from the Greek coast, 400 miles from Alexandria.

When the invasion began, the British fleet moved about in deep silence under the command of Sir Andrew Browne Cunningham, who is an exponent of attack. Where his fleet was and what it was doing was a secret. Very likely the British had landed on Crete. Undoubtedly they were acting in Greek waters. From London came rash demands from Lord Chatfield, ex-Chief of Naval Staff, that Britain attack the weaker Axis power, Italy, now that it is, according to reports, suffering from a grievous shortage of oil and such a shortage of raw materials that many factories are shut down, many men idle.

Mussolini was hoping that a pro-Italian coup d'état in Greece would save him the waste of military conquest. All he wanted, he insisted, was temporary use of a few seaports. Hitler mustered more troops in Rumania, clearly had his eye on Suez and the oil fields of Iran and Iraq which he hoped to reach through Turkey. Turkey made no bones about her sympathy for Greece but announced a firm non-belligerency. Russia remained wrapped in silence.

Defense Boom. Eugene Grace, smart head of Bethlehem Steel Corp., announced that his company had the amazing, unprecedented total of \$1,123,081,890 in orders. Four times the amount of orders Bethlehem had last June before defense contracts began pouring in, the more-than-a-billion figure was 75% defense work. Bethlehem not only makes steel—its steel mills were running at 103% of theoretical capacity—but also makes armor plate, builds warships. Its third-quarter profits were \$12,400,000, second highest in Bethlehem history. Its payrolls were at the all-time high of 123,000.



STORKS

Carrier Storks. Every fall the storks of Europe migrate 7,000 miles from their chimney pots in Holland and Germany to the farms of South Africa where the Boer farmers welcome them as reminders of their old homelands. This October the farmers found wrapped around the storks' long legs messages from Nazi-held Holland.

One read: "The Dutch people are dying of injustice." Another said: "We inhabitants of Bergen-op-Zoom tell you German occupation is just hell."



MRS. BROWDER

Browder Family Troubles. Just before election, woe was piled upon woe in the family of Earl Browder as Democrats made efforts to disassociate themselves from any taint of Communism. Attorney General Jackson ordered the deportation of Raissa Irene Berkman Browder, 43-year-old Russian-born wife of Earl Browder, head of the U. S. Communist Party. The Attorney General found Mrs. Browder guilty of entering the U. S. illegally in 1933, denied her leniency because, as a Communist, she advocated overthrowing the government. Mrs. Browder, who married her husband in Moscow in 1926, pleaded that he and one of their three sons were Americans. But unless there was to be post-campaign relenting, she seemed doomed to deportation.



At noon Oct. 29, Secretary of War Stimson, blindfolded with a strip of linen cut from the covering of a chair in Independence Hall, put his left hand into a glass bowl whose contents had been stirred by a wooden ladle cut from an Independence Hall rafter, and, after leaving it there for a minute in response to cameramen's shouts of "Hold it!" withdrew from the bowl a small capsule which enclosed a slip of paper.

This historic incident, enacted on the stage of the Labor Department Auditorium in the presence of President Roosevelt, Secretary of the Navy Knox, Draft Director Dykstra, innumerable other bigwigs and some 1,300 assorted reporters, photographers and ordinary spectators, was the start of the gigantic conscription lottery. Secretary Stimson was followed to the lottery bowl by Messrs. Morgenthau, Jackson, Knox, miscellaneous members of Congress, Government officials, veterans and finally even a LIFE photographer, David Scherman (see picture). The lottery went on for 17½ hours.

Honor of holding the first place on the draft list in the biggest city of the land fell, by chance, to a serious young Chinese laundryman named Yuen Chong Chan, of 18 Pell St., New York, who thus became, for 24 hours, the most celebrated military figure in the U. S. Apparently under the impression that a draftee may choose his adversary, he announced that he wanted to fight Japan. Mr. Yuen explained



LIFE'S PICKER

that he was ambitious to be a soldier and that his friends considered him a crack shot with a rifle. Next day, undismayed by lack of matériel, Yuen Chong Chan set off to prepare himself for service to his country by knocking over a few ducks in a shooting gallery on Eighth Avenue during his lunch hour (see opposite page).

10 SHOTS 15¢



KEEP RIFLES
POINTED INSIDE.



Yuen Chong Chan, most famous dragon
gets in practice to defend his country





Zoo Keeper Howard Theodore Lee of San Diego, sighs "Good luck, old pal," as he rehearses a sad farewell to his friend Joe, the orangutan. Lee, who is unmarried and in perfect physical condition, will probably be among the first to be drafted into the Army on Nov. 18.

GREAT LOTTERY OF THE DRAFT TURNS



Reporter Jack Warfel of the Cleveland Press was assigned to interview city's first draftees. When his number, 158, came up, he interviewed himself. Said he: "This is worse than assignment I had when I led a cow down Main Street and carried my lunch into Statler Hotel."



Meteorologist Eugene E. Kolb of San Francisco Weather Bureau was startled out of a lot of weather predictions when headlines told him that his number had been drawn first.



Smelter Worker Tony Kezele (right) held 158, while brother Joe held 192, second drawn. Said Mother Kezele (center): "Me, I'm like Mr. Roosevelt. I got four boys, one girl."



Restaurant Cook George Basil Tsatsaronis of New York, former gub in Greek Navy, gets a paper cocked hat from a pretty waitress in celebration of his number being called.



Machinist Edward Phelps of Detroit spent a busy day. Shortly before dawn his 6½-lb. son was born and just after noon his number was called in the draft. Nervously donning a doctor's apron, Phelps posed for a picture with his smiling wife and his new-born "exemption."



Marine Reservist James M. Ficken did not have to register but did so anyway. He will not be drafted by Army, though the Marines may call him up. A husky ex-footballer, he played guard for Galileo High School, for Santa Clara freshmen and for San Diego Marines.

UP ALL KINDS OF AMERICANS. THESE ALL HELD NO. 158, FIRST NUMBER DRAWN



Shoe Clerk E. F. Stephen of Omaha, who is unmarried and in good health, is sure he'll soon be in the Army. Here he practices discipline by buttoning up his lips. Three weeks ago he was promoted, his salary nearly doubled. Now he may have to give up his job for a year.



Janitor John Jones (right) of Philadelphia was happy when his number came up. Immediately he asked Joseph Stewart, 47-year-old veteran of the Battle of the Argonne Forest, to teach him how to salute. Jones is having difficulty here making the salute look military.



Newlywed Victor Brents of San Francisco packed his bag as soon as his number was called, got ready to start for camp. His bride of eight months tries to hold him back.



Unemployed Jerome Murray of Boston is so short he needs lift to ring bell, tell family his number.



Theater Employee Bill Thompson of Grand Forks, N. D. buys drinks for friends, tells how he sent Secretary of War Stimson a wire saying, "Thanks for honor of being one of the first called . . . with you 100%." To pay for the drinks, Bill had to sell shotgun.



A "158 club" for all men holding that number was quickly organized in San Francisco. First thing the club did was to throw a party at San Francisco Drake Hotel. Master of Ceremonies was Radio Comic Bob Hope, who did not hold number 158. Although they said they

were saddened by thoughts of leaving families and jobs, members of the club proclaimed readiness to go to their country's defense and drank a toast to their future. They hope eventually to include in their club all the 6,175 men in the country who held number 158.



THE HUNT RIDES ON

The Aldenham Hunt is not dismayed by Hitler. Now and then when German bombers pass overhead it may take cover in the woods. But in this extraordinary picture it is seen riding serenely out behind a pack of harriers to find a hare in the fields outside Aldenham. The houses bombed into a pile of rubble at left might be a surrealist dream for all the concern shown by members of the



Aldenham Hunt, now chiefly composed of ladies. The Master and Huntsman of the Aldenham Harriers rides in the lead in uniform. He is Major Sir Jocelyn Morton Lucas, an Old Etonian who was wounded and captured in the first World War and has served in the Royal Flying Corps. He loves the Aldenham pack and hates to see it get out of condition. He has written *Pedigree Dog Breeding*,

Hunt and Working Terriers and Simple Doggie Remedies. His chief recreation is breeding pedigreed dogs.

Aldenham, famed for its 550-year-old grammar school, is just north of London and gets hit by German bombers that have overshot their mark. It is near the London water reservoirs which were among the earliest German bomber objectives.



JAPAN'S PREMIER PRINCE KONOYE (STANDING AT RIGHT) IN HIS TOKYO PALACE TELLS CONFERENCE OF PROVINCIAL GOVERNORS TO BE PREPARED FOR THE WORST

JAPAN AND AUTUMN FLOODS MAKE A MESS OF EAST ASIA

Asia became a matter of intense concern to the U. S. on Sept. 27 when Japan, Germany and Italy signed an agreement (*see p. 29*) to use force to keep the democracies from "mixing" in their wars. What the key word "mix" meant was important. It might mean, at the dictators' discretion, selling arms to China or to Britain, or it might not.

Japan's Premier Konoye (*above*) warned the U. S.

to "co-operate in a positive manner. . . . Should the U. S. persist in challenging Japan, Germany and Italy . . . there will be no other course open to them than war." But the Premier did not think that everything was roses. He wept, in the presence of the German and Italian Ambassadors, over the signing of the Berlin pact. He told his people that they were in "the greatest national crisis in the history of our country."

YANGTZE RIVER OVERFLOWS INTO SHANGHAI, FORCES CITIZENS OF AMERICAN-DOMINATED INTERNATIONAL SETTLEMENT TO WADE ANKLE DEEP THIS IS NEAR CATHAY HOTEL





A FRENCHMAN WITH HIS BACK TO THE WALL "NEGOTIATES" SURRENDER OF FRENCH INDO-CHINA TO JAPANESE MAJOR GENERAL ISSAKU NISHIHARA ON A WARSHIP OFF HANOI

Japan, in fact, was groggy and getting groggy.

This had not prevented Japan from mixing a little more in Asia. It had spotted French Indo-China as easy booty. A Japanese general, slim and subtle Nishihara (*ahore*), got a partial surrender from the French by negotiation. Having thus sapped resistance, the Japanese in the patented Fascist technique tore up the agreement last month and marched in by force.

At this gloomy moment, the Chinese armies were suddenly heard from. Last week from end to end of China, they counterattacked the fading Japanese. In the north in Shansi 20,000 troops of the Eighth Route Army stormed a city and killed 2,000 Japanese. In the Yangtze valley, the Chinese recaptured a port and the Japanese garrison at Ichang was reported withdrawing down river. Near the coast Chi-

nese mercenaries fighting for Japan revolted and captured a town. Others revolted just outside Shanghai. Further south in Kwangsi the Chinese killed 2,000 more Japanese. Biggest news of all was that in the far south Japan formally abandoned Kwangsi Province, with a loss of 74,000 men, and its capital of Nanning. The story was that they had been crippled by disease and Chinese destruction of all crops.

JAPANESE TROOPS, AFTER BEING PERMITTED TO ENTER FRENCH INDO-CHINA PEACEFULLY, ENTER BY FORCE. DONG DANG (SEE RIGHT) IS FRENCH BORDER TOWN





Under water at "20,000 Legs Under the Sea," WOR Reporter Alvin Josephy joins mermaids. He took plunge for fun.

Actual interviewing was done above surface. One swimmer told him their underwater job was "toughest in the world."

RADIO REPORTERS RUN RIOT ON LAST DAY OF N. Y. FAIR

On Oct. 27 the New York World's Fair closed forever. During its two-year run, which opened with happy hopes of the World of Tomorrow and closed amid war and crisis, 45,008,385 paying visitors entered its gates. Closing-day crowds, which passed the half-million mark for the first time, were torn between a carnival and melancholy mood. They ripped out signs, picked flowers, sang *Auld Lang Syne*, scribbled on statues and tried to make away with souvenirs.

Best gag was staged by the publicity department of Station WOR. Young men from its Special Features Division roamed the grounds with microphones, interviewing various interesting employees. Supposedly they were fulfilling suppressed desires. One broadcast from inside a cake of ice. Another talked to swimmers in the surrealist show called "Twenty Thousand Legs Under the Sea." Here you see them in action.



In the bed of Venus two New York newspapermen burlesque surrealist sleeping act. Real Venus is shown below at left.



Sleeping Venus is interviewed by radio reporter. "What do you dream about?" he asked. Said she: "No one. I guess sometimes I dream about getting up."



From a tomb of ice Jerry Danzig, WOR's publicity director, broadcasts his sensations. "I feel," cried

he, "like a sturgeon in a delicatessen window." He stayed in two minutes and got ice burns on the legs.

Thirst knows no season

Coca-Cola has the charm of purity. It is prepared with the finished art that comes from a constant practice. Its deliciousness never loses the freshness of that first delightful sip. Always bringing you a cool sense of complete refreshment. Thirst asks nothing more.



Even with winter just around the corner, thirst stays on . . . reminding you that around the corner from anywhere there's a soda fountain. There you'll find the warmth of summer . . . companionship . . . and America's "year-'round" answer to thirst...ice-cold Coca-Cola. Pause there and be refreshed.

5¢



THE PAUSE THAT REFRESHES

America Goes 1



It's the 1941
PLYMOUTH, Mister.
It's the swellest-
looking car on
the road!

High-Priced?

Nope! Believe it
or not—that's
one of the very
LOW-PRICED Cars!
Good-looking,
isn't it?

What did
I tell you,
Herbert?—
It **IS** the
Smiths!

— and are
they stepping
out! You've got
to hand it to
them— they've
got **TASTE**

What kind
of Car
is that?

Boy, wouldn't I
strut around
plenty if I owned
a car like that!

Gee Pop, when are we
going to get a swell
car like Betty Jane's?

There's a lot of car for
the money, Bill!
I ought to know—
I've had 3 Plymouths
and they're sure
BUILT RIGHT!

You Said it.
Anything Chrysler
Corporation
turns out has
Got to be
GOOD!

PLYM
THE "C

For It!

WOMEN LOVE ITS NEW BEAUTY.. MEN PRAISE ITS NEW POWER!



You ought to try this new **POWER-MATIC** way to drive. You have no idea how much it adds to the fun of driving!

Edith, it's a Dream...That **RED LEATHER** goes so well with the other colors! And the top actually works by **ITSELF**?

Wish my **CAB** Got that much attention! They say Plymouth's Performance has been **STEPPED UP 4 Ways!**

It's a real money-saver on **GAS** and **OIL**, Joe!

Look at the **LENGTH** of it! Plymouth's 117-inch wheelbase really puts you up in the **BIG-CAR** class!

It's certainly a **DISTINCTIVE** car. Mrs. Smith knows real style—and she's also very careful not to run over her budget!

PLYMOUTH

"ONE" FOR '41

THIS STUNNING NEW 1941 PLYMOUTH is delightful to drive, a master of hills and traffic! For 1941, Plymouth brings you 19 Important Advancements...new Fashion-Tone Interior...new Powermatic Shifting...new High-Torque Performance, stepped up 4 ways. In size, style and performance, Plymouth's the "One" for '41...built on the principle that what's best for high-priced cars is best for Plymouth! See your nearby Plymouth dealer. Plymouth Division of Chrysler Corporation.

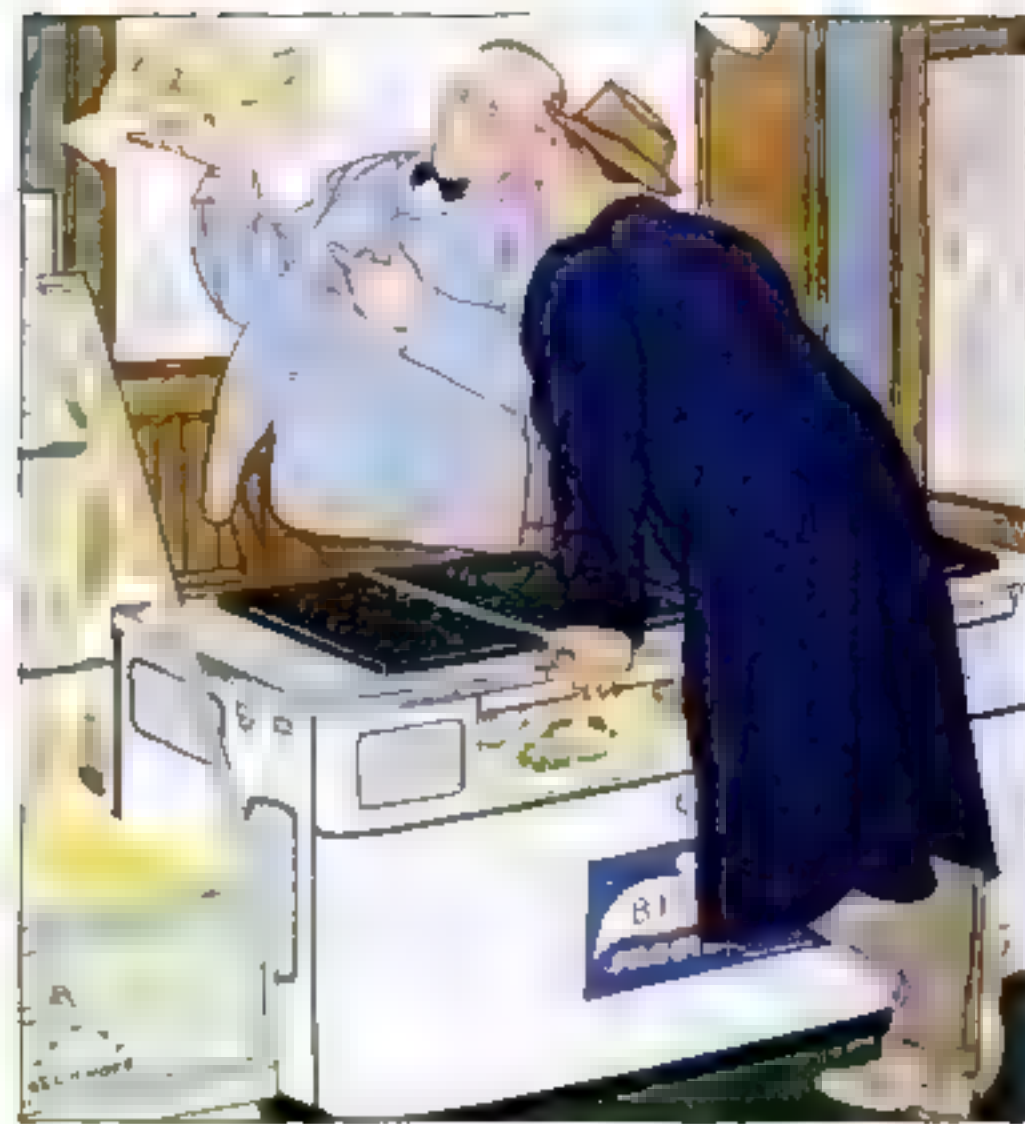
TUNE IN MAJOR BOWES, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.
SEE PLYMOUTH'S NEW LOW-PRICED 1941 COMMERCIAL PICK-UP AND PANEL DELIVERY!

How I learned about "Guaranteed" Turkeys!



1. Last year, our butcher sent us the scrawniest spook of a turkey that ever lived till Thanksgiving. When I reminded him of it last week, he winced and said, "So help me, *this* year I'll give you a turkey *guaranteed* to be the finest you ever tasted . . . or you'll get your money back!"

2. And he showed me an already cleaned-and-drawn bird . . . bulging with meat! "This," he said, "is a Birds Eye Turkey! And *all* Birds Eye Turkeys are northern birds specially fed—and then graded to insure you 10% more white meat than on an ordinary turkey!"



3. He told me that *every* Birds Eye Turkey is government-inspected and approved. Right after killing, it's cleaned, drawn, plucked . . . and *Quick-Frozen*. Country-fresh flavor is completely *sealed in*. When you buy it every Birds Eye Turkey is *all ready* to stuff for the oven!



4. Sound expensive? Listen . . . you pay *only* for what goes into the roaster . . . *waste* is removed *before* you buy! So a 9-lb. Birds Eye Turkey is equivalent to a 12-lb. undrawn gobbler. I couldn't wait for Thanksgiving! I bought a Birds Eye Turkey for Sunday's dinner!



5. Man, what turkey! Basted a rich, glowing brown and with a farm-sweet flavor I can't put on paper! Tender, too . . . and downright beautiful with *all* the Birds Eye fixin's. It was so easy to fix (and so easy on our budget!) that we're having another Birds Eye feast for Thanksgiving! Yum!

Copyright © 1944 General Foods Corp.

Order Your Birds Eye Thanksgiving Turkey NOW!

(All sizes for all-sized families)

SOME OF THE BIRDS EYE HOLIDAY FIXIN'S:

Corn-on-the-Cob—perfect ears! • Tender, all-green Asparagus Spears • Cooked Squash—for vegetable or pie.
Strawberries—for shortcake or mousse • Garden-fresh Peas—ready to cook

P. S. All stores do not yet have these grand Birds Eye Foods. But finding one can bring you the food thrill of your life. Birds Eye represents only the *top* quality in quick frozen foods. So, *be sure* you look for the Birds Eye on the window . . . and on the package. For further information, write **Birds Eye Foods**, 250 Park Avenue, New York, N. Y.



NINE SPUNKY YOUNG BRITONS TELL PARENTS ALL'S "FINE" RADIO REUNITES ENGLISH FAMILIES



REFUGEE HUGH CLARKE, 12

No victims of this war are more pathetic, nor are any spunkier than the children Britain has sent for safekeeping to the New World. The nine young Britons on these pages, like resolute Hugh Clarke (at left) and awe-struck Allen Whittaker (right) are typical of such exiles. Recently,

NBC arranged for them to talk with their parents on a special two-way broadcast between London and New York. While the parents met in the BBC studio in London, the children gathered in NBC's New York studio. Neither parents nor children had anything striking to say, but for millions of American listeners to the broadcast, the homely intimacies of their "hellos" and "all rights" were profoundly moving.

To Anthony Roeber, 9, sent from a London suburb, transatlantic radio conversation was a great lark, along lines like this: Mr. Roeber: "Hello, son, how are you?" Anthony: "All right, thank you." Mr. Roeber: "Now, have you enjoyed yourself so far?" Anthony: "Oh, lovely." Mr. Roeber: "Have you seen any cow punchers and Indians yet?" Anthony: "No." Mr. Roeber: "Oh—you said you were going to see lots, didn't you?" Anthony: "Ah, but I am!" Mr. Roeber: "Well, I hope you will, old boy."

A little overcome, Sisters Pat and Bunty Gerred, aged 6 and 7, could think of nothing to reply to their family except "Yes" and "All right." When the announcer remarked that Pat seemed about to weep, her father said, "Don't cry, Pat." She bucked up, and by the time the last question came—"How do you like American ice cream?"—both chorused, "Fine!" Most grown-up was 12-year-old Hugh Clarke, who greeted his father with "Hiya, Dad!" but lapsed back into British when describing "the spout of water" he saw behind the escort destroyer on the way over.

Jolliest of them all were the three little Whittakers from Bristol. To pretty Rona, 9, Radio City was strange and wonderful and everything else American "jolly nice," but the high point of the evening came from nearly speechless Allen, aged 5. "Can you still snort like a pig?" asked his mother. Allen could, did, and brought down the house.



Undaunted Whittakers, Rona, 9, and Allen, 5, come from badly bombed Bristol, England, where their fa-

ther is an insurance man. For a while Allen was near tears. Whittakers are now living in New Jersey homes.



Neville imitates a frog, favorite trick which consoles Senior Whittakers in London's BBC studio. Rona (left) thought everything "jolly nice," and Allen noisily imitated a pig.



"That's not my daughter—that's not Elaine!" cried Elaine Hill's mother when she began to talk. Reassured by the announcer, Mrs. Hill chided her daughter for neglecting her diary.

"HE'S THE FASTEST WORKER I'VE EVER MET"

... says

Claudette

"Here I am...
a hard-boiled
woman foreign
correspondent
...and a good
one..."



"Helping this lug of
a stunt flyer escape
from a Spanish prison
...when he starts giv-
ing me the fancy talk..."

"Grabs me away from my
Paris office to dance with
him at Maxim's...and is he
a punk dancer..."

"Snatches me off a train
for Berlin...makes me miss
the biggest story in Europe
to romance with him
he's a pursuit flyer all
right...and do I love him!"

Winging from rippling comedy to poignant
drama... Paramount's Love Story of the
War Correspondent and the War Ace...

CLAUDETTE COLBERT ★ RAY MILLAND
(Foreign Correspondent) in (1940 War Ace)

"ARISE, MY LOVE"

Directed by MITCHELL LEISEN

Ask your Theatre Manager when this Paramount Hit is Coming.

Refugee Broadcast (continued)



Pat and Dunt Gerred, aged 6 and 7, came from London all alone, sailing on the *Duchess of York* to Halifax. Pat nearly cried at the sound of her parents' voices.



Anthony Roebber, 9, talked cheerfully to his father, learned his bicycle had been borrowed and hoped it hadn't been punctured. He said he was fed up on ice cream.



Ginger ale, ordered by the refugees after the broadcast, was the closest U. S. approach to traditional English ginger beer. They had chocolate cake on the side.

Now it's here—

Streamlined Cake-Baking

THE PRESTO SPEED-UP PLAN

Less
sifting



Less
mixing time



Less clean-
up time

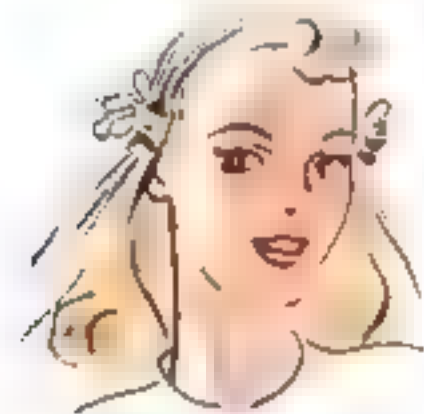


—and a better cake
(The Presto Ingredient does it)



Daughters are learning from mothers

and Mothers are learning from Daughters how much easier it now is to make championship cakes, now that the ingredient known as "Presto" eliminates the most common cause of baking failure. It puts in the speed, takes out a lot of work and guesswork.



A blessing to brides

Now cake-baking has no terrors for the youngest bride with no cooking experience. Good cakes keep good husbands, and Presto makes good cakes.

A Fall Eating Winner—Cinnamon-Apple Cream Cake

Sift, measure, 2 c. Presto Cake Flour
Resift with 1 1/2 c. sugar into mixing bowl
Add 1 tsp. vanilla
To 1/2 c. cold water
Whip slightly 1/2 pt. 1 c. whipping cream just enough to thicken
Pour into 3 egg whites beaten stiff. Add this mixture to egg whites
in a bowl. Turn out on greased pan. Mix lightly with spoon. Handle
batter in 2 layer cake pans greased and lined with paper and buttered.
Bake 30 min. Presto
BAKE 30 min. for 30 min. makes

MAKES 2 - 8 inch layers

Cinnamon-Apple Cream

Seal and peel 3 medium-sized apples. Cut in quarters. Core. Cut
each quarter into 3 pieces and cook slowly in syrup made by
Mixing together 1 c. sugar
And 1 c. water
Also 1 c. red cinnamon drops. Cook until sugar is dis-
solved before adding apples. When apples are clear and tender remove from
syrup and cool. Cut perfect pieces for garnish. Cook rest
Whip stiff 1/2 pt. 1 c. whipping cream. Add to it 1 c. chopped
cooked apples. Add a little more sugar if desired. Mix lightly. Spread be-
tween layers and cover cake. Garnish with whole sections. Store in cool place
till served.

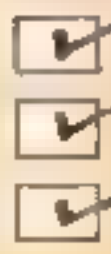
12-MINUTE* CINNAMON-APPLE CREAM CAKE



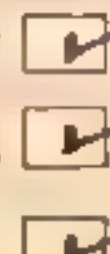
*12 minutes from
package to oven.

Check List for the Championship Cake

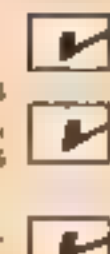
Texture—velvety to fin-
ger and tongue.
Color of crumb—uniform
and clear.
Tenderness—delicate—
breaks easily without
crumbling.



Color of crust—even, ap-
pearing brown.
Height—maximum vol-
ume without too much
air.
Lightness—springy



Grain—fine and even.
Appearance—even
height, not lop-sided,
your eye approves of its
color, size and character
Aroma—tempting fra-
grance



What is streamlining in cake baking?

It's the new, surer, faster way to better cakes. It permits you to serve glamorous desserts, even if you have your hands full of other things.

Presto Cake Flour is the biggest news in baking. Part of the mixing and most of the sifting is already done. It contains the Presto Ingredient, scientifically blended with flour famous for fine, tender gluten.

This eliminates the need of baking powder and salt—the incorrect kind, amount and mixing of which is the most frequent cause of baking failures. That saves money and disappointment.

Presto gives a "party-cake" quality to any cake you bake; puts the "it" in biscuits, makes wonderful waffles, pastries and coffee cakes. Economical too. Try Presto soon.

Send for 40-page recipe book and big trial package to

Presto Cake Flour

Box 50—Station F
New York, N. Y.

I would like to try Presto Cake Flour. Please send me the large trial package and colorful 40-page recipe book. I enclose 10¢ in coin or stamps.

Name _____
PRINT NAME

Address _____

City _____ State _____



The offer good in U. S. A. only and expires March 30, 1941.

Six "do's" and "don't's" about mattress buying...



1. Don't judge comfort on looks

Most mattresses look comfortable in the store. But you can't judge a mattress on looks. For there are all kinds of comfort. A mattress made with only indifferent "mules" can give you only indifferent comfort.

The New, Deeper Beautyrest has a special construction that brings comfort to its coziest, most luxurious point... blissful, toe-wiggling comfort that thrills you just to lie there... relaxed as a baby on the deepest Beautyrest Simmons ever made.



Simmons shows you how to get the glorious luxury comfort of the New, Deeper Beautyrest... for only a penny a night!



2. Don't buy until you know about a mattress's insides

As you know, most mattresses have inner-springs. In the ordinary mattress, each spring is tied to the next by wire. When your hips press down on some springs, others near by go down too... forming a slope that can turn into a permanent sag.

Beautyrest has an entirely different kind of construction known as "independent coils." Here each of the 837 springs is pocketed—separated from the next—yields independently to the slightest movement of your body. It gives you buoyant, floating support that no other mattress gives. We know. We make both kinds: the luxurious Beautyrest and the "ordinary action" mattress.



3. Don't buy a mattress that can't keep its comfort

A bargain mattress that loses its store comfort is always a questionable bargain! In a test made at the United States Testing Co., Inc. (Certified Test No. 11760), 17 different makes of mattress were tested to see which would last longest.

Beautyrest stood up *three times* longer than any others tested. So we guarantee Beautyrest for 10 years' service. Based on these tests, however, you can figure on its lasting even longer.



5. Don't buy a mattress that gets "stale"

Some mattresses have false ventilators. Fresh air can't get inside. So the mattress gets shabby and musty. Beautyrest has 8 ventilators that really ventilate. They circulate fresh air through out the entire mattress...keeping Beautyrest clean, dry, and sanitary inside.



4. Don't buy a mattress that can't keep its shape

Time is hard on a mattress. After a few years lumps may form... edges may sag and get wavy.

Not in Beautyrest! For Beautyrest has a special, sag-proof edge—patented. It keeps Beautyrest smooth throughout, and the edges stay erect and firm during the entire life of the mattress. (P.S. Because Beautyrest never "lumps" up, it needs far less turning.)



6. Don't buy on a price tag alone

A mattress with a cheap price tag doesn't mean it is cheap by any means. If Beautyrest can outlast other mattresses in tests, isn't it likely to be more economical in the long run? Beautyrest costs \$39.50. On the basis of our 10-year guarantee, this price comes down to about a penny a night!

Where, we ask, can you find a bigger mattress bargain? Why not see it today? In fairness to yourself, don't accept anything "just as good." No other mattress can give you ALL the advantages of Beautyrest.

Beautyrest Box Spring, for use with Beautyrest Mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.



On the "Sturgeon's" bridge stand the submarine's commander, Lieut. G. D. A. Gregory (right), and his first officer, Lieut. D. Mecke, as the ship comes up to the pier.

WE SINK A TRANSPORT

British submarine finds its mark in North Sea

by AN OFFICER OF THE "STURGEON"

The author of this story, whose identity remains cloaked in Naval anonymity, gives a graphic eye-witness account of a spectacular incident in Britain's submarine blockade of Germany. On Sept. 2 his ship, H. M. S. *Sturgeon*, commanded by Lieut. George David Archibald Gregory, D.S.O., stalked and from a distance of over two miles successfully torpedoed a large German transport, carrying an estimated 4,000 troops with guns and ammunition, to Norway. In grim postscript to this feat of marksmanship, hundreds of German corpses were reported washed up on the Norwegian coast.

When we slid out into the North Sea from our home base on that late September afternoon, I had no idea of the amazing piece of luck that awaited us. For, contrary to general belief, we in "the trade" [Navy's name for the submarine service] get precious little real excitement as a rule and hardly a target to shoot at from one month to another. While a U-boat captain has only to poke his nose out of his home waters to find the sea stiff with targets, we usually find "enemy waters" empty from the beginning of our patrol to the end of it.

For most of us our patrols, although well within enemy waters, have meant long weeks of boredom and routine. We hunt in a void which seldom offers a chance of action to alleviate the monotony. By day we comb the endless sea miles of our assigned beat, traveling just under periscope depth and popping up every few minutes to have a look around. It's "Up periscope" "Down periscope" . . . all the hours of daylight.

At night we rest on the surface to recharge the batteries. The off-duty men come along then to stand in little groups smoking and gossiping under the open hatch of the conning tower. This is the time, too, for hot cooking because the fresh night air drives away the stale air and the all-pervading stink of Diesel oil from the engines.

As usual, the first few days of this trip were quiet. Then we began to inch our way through what the Germans had declared to be a mine field. Eventually we reached waters which we judged would be a very good place to intercept anything coming from the German eastern ports. Patrolling up and down, we saw nothing the first few days except one or two aircraft which didn't worry us very much because the sea was too rough for them to spot the faint feathering of our periscope, or see our shadow below the surface of the water.

On the fifth day of our patrol, just as it was getting dark, I noticed one aircraft in the distance which seemed to be taking a lot of interest in the sea beneath. It kept buzzing around within a three-mile radius. I was feeling pretty annoyed that we had seen nothing so far and this aircraft was a bit of a nuisance, because we wanted to keep at periscope depth for the last of the daylight.

The captain was in our little wardroom checking over some reports, when the No. 1 [first lieutenant] reported that the hydrophones had picked

CONTINUED ON NEXT PAGE

ONE TASTE

TWO

THREE

YOU'RE A SOUTHERN COMFORT SUPERSTAR!

However you, or your guests, like your drinks—cocktails, highballs, liqueurs—Southern Comfort is the most versatile liquor you may ever hope to find. Full 100 proof, with the robust body of a mellow whiskey and the smoothness of a rare brandy. Southern Comfort is truly delicious and entirely different.



OUR GIFT TO YOU

This most modern Hi-speed Electric Drink Mixer will be given absolutely free to the first 500 applicants who agree to give a SOUTHERN COMFORT Party in compliance with our simple requirements. Write for full details at once, giving the name of your Club or name and address of your liquor dealer.

This offer not valid in states where such premiums are contrary to law, and is limited to consumers who are not retailers, or officers, employees or representatives of trade buyers.

SOUTHERN COMFORT CORPORATION • 314 MARKET STREET • ST. LOUIS, MISSOURI



YOU ASKED FOR IT... so here it is... Revlon's Cheek Stick! Gives you cheek color as unerringly chic and flattering as your Revlon fingertips and lips. In clever stick form... as easy to use and carry as a lipstick!

REVLON LIPSTICK... "Tops" in lipsticks! Smooth. Non-drying. Really stays on. Matches your flawless Revlon fingertips.

REVLON NAIL ENAMEL... used by more smart women and more quality beauty salons everywhere than any other brand! Precision-tested to insure long, long wear... helps guard your precious nails. And its twenty-one distinctive, different colors make finger-tip fashions! Ask for the new Vamp Shades... Pink Garter and Scarlet Slipper in Revlon Cream Nail Enamel or in the luminous new Pearl-Glow Enamel. Black Mask in Revlon Cream Nail Enamel only. And be sure to get Revlon Lipstick and Revlon Cheek Stick to harmonize!



1.00



.60

it's Right because it's Revlon

We sink a transport (continued)

up the faint far-off beat of ship's engines. He jumped up and raced into the control room, where the hydrophone reported the sound of several ships. "To hell with that aircraft," I thought, "I'll bet we'll go up to have a jolly good look round." Sure enough came the order: "UP PERISCOPE!"

Through the eyepiece I first saw only the green translucent wash of the sea, but then, as the glass cleared the surface waves, I spotted a German destroyer silhouetted against the after glare of the dying sun. Seven-eighths of the horizon was dark but there in the one clear patch was the enemy ship. The order "Action Stations" was given.

The captain watched the destroyer for a minute or two and then passed the eyepiece to me. As I swung the periscope round a bit, there, just behind the first destroyer, another ship loomed up. It was a large, handsome transport, behind was another small destroyer. They were about three miles off to the northwest of me, clearly heading towards Oslo.

This was big game, but the light was going and we were in about the worst possible position to attack. The enemy ships were just ahead of us on our beam, and steaming a parallel course but in the opposite direction. We had to alter course quickly and travel unseen to a position from which on a converging track our torpedoes would have the maximum chance of striking home. I remember the captain taking his eye away from the lens for a moment. "A big one," he said to the men briefly, "with a destroyer escort. Flood all torpedo tubes!" [Let water in to prepare for firing]

"Down periscope!"

He stayed at the lens for another moment, getting a last "fix" and giving the information and orders which would bring us to our next position: "Bearing red 70: I am 20 degrees starboard; port wheel five knots... steer 310 degrees... DOWN PERISCOPE."

Impatiently, the captain watched the torpedo-tube, signal lights. I heard him snap out to the first lieutenant: "When the hell are Nos. 2 and 4 going to be ready?" But before he had even finished the sentence the "Ready" signals flashed up. I watched the silent men at the depth control wheels. The electric driving motors whined louder, flooding into the silence in the control room. Then again he called "UP PERISCOPE!"

There they were—much nearer but at a new angle. The Germans had altered course slightly. We might miss them yet, I thought. At the periscope the captain yelled another series of hurried orders which, with the answers, went something like this:

Captain (at periscope): "Bearing, green 25 degrees."

Third Hand (at instrument showing bearing of submarine to target):

"You are now 25 degrees starboard, sir."

Captain: "Oh Lord no! He's more than that. Give him 45 degrees."

Third Hand: "Enemy's new course then 040 degrees."

Captain: "DOWN PERISCOPE. Starboard wheel. Nine knots. Steer 310 degrees. Down 50 feet."

Coxswain: "Fifty feet, sir."

Captain: "Slow both... [Slowing engines so periscope will not feather too much on breaking water]... Periscope depth... UPPERISCOPE!"

The rest was a matter of seconds. We were closing rapidly, and even at our distance of about 2½ miles and in the last of the light the white water could be seen breaking away from the speeding transport's bow. She was dead on our line of sight. "Stand by!" ordered the captain, without taking his eye away from the lens. He pressed the button of his stop watch and counted as the angle was closing. "One... Two... Three!" Then: "FIRE!" The rating who had been standing by the firing panel, head cocked expectantly towards him, pushed home the switches.

I felt the boat shudder as the torpedoes left her and sped on their way. I had a last look. The transport, curiously it seemed to me, was steaming



"Sturgeon's" sailors go bicycling to limber up after voyage in their cramped quarters. Bicycles are not carried to sea but are kept aboard while the sub is at dock.



Mark Twain purchased a Model 3 Remington in Boston, Massachusetts, while on a lecture tour in 1874. The manuscript of his best, "Life On the Mississippi", was the first to be written on a typewriter.

THE \$600 THAT BROKE GROUND FOR "A HUNDRED FORTUNES"

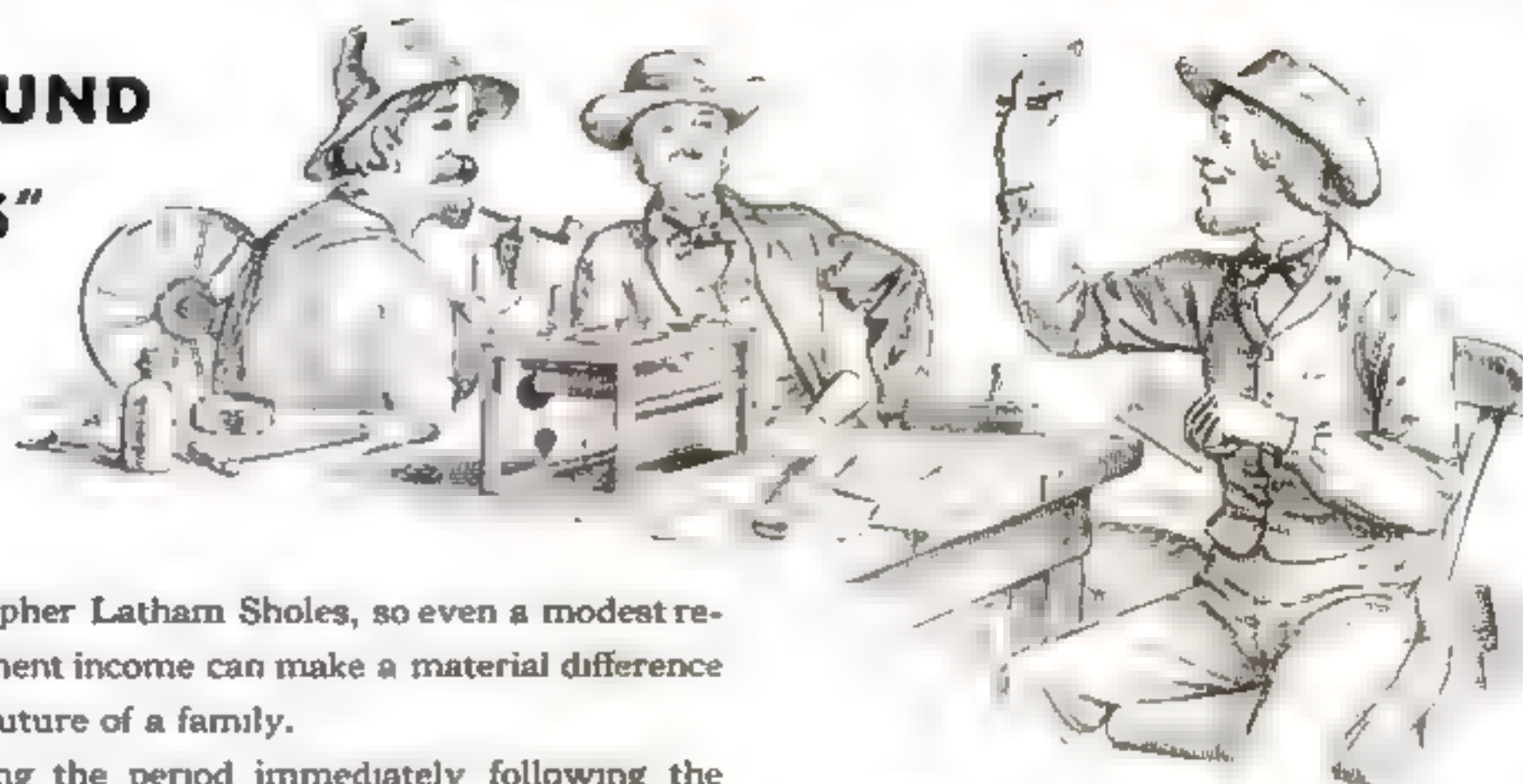
After years of hard work and experiment in developing the first practical typewriter, Christopher Latham Sholes found few to share the enthusiasm of a friend who prophesied, "You have a hundred fortunes there!"

Finally one of his typewritten appeals for financial assistance fell into the hands of James Densmore, who was so impressed that he immediately advanced \$600 to help Sholes continue his work.

James Densmore saw the invention of the typewriter through all its struggles from Sholes' first crude model to an industry. It was that timely \$600, however, received when the inventor was in the depths of discouragement, that paved the way for the success which finally crowned Sholes' efforts.

A LITTLE MONEY CAN SEE THEM THROUGH

Just as a comparatively small amount of money made such a material difference in the career of



Christopher Latham Sholes, so even a modest readjustment income can make a material difference in the future of a family.

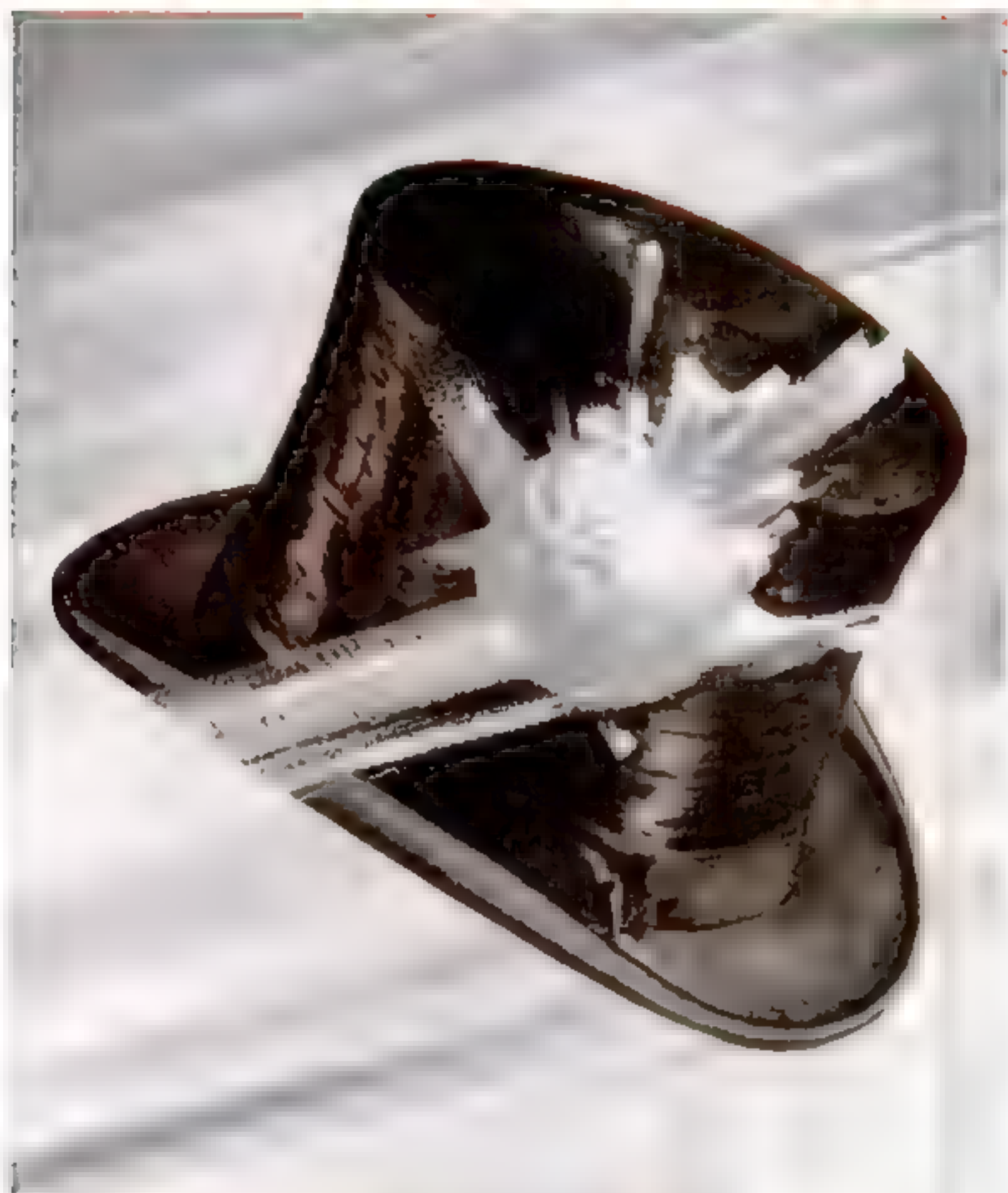
During the period immediately following the death of husband and father, a family needs income to sustain them while they readjust their lives to new conditions. Even a little money at this time will go a long way. The John Hancock Readjustment Income Plan is especially designed to supply income for a year or more, either in equal monthly amounts or on a graduated scale. With its help many families have been encouraged to carry on bravely and make clear-headed plans for the future.

How a Readjustment Income Plan was applied to an average family in moderate circumstances

is described in our booklet, "Two Lives". For your copy write Department L-10, John Hancock Mutual Life Insurance Company, 197 Clarendon Street, Boston, Massachusetts.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS
GUY W. COX, President

OLD PLUGS INVITE TROUBLE..



INSTALL NEW CHAMPION SPARK PLUGS Now!

OLD, WORN-OUT, road-weary spark plugs can cause you a lot of trouble. Carbon encrusted insulators, burned electrodes, and compression leakage rob spark plugs of their efficiency. This results in hard starting, sluggish acceleration, and reduced engine performance. Economical operation is impossible.

A new set of Champion Spark Plugs installed in your car now will give it the championship performance for which their reputation is world-wide. The extra performance advantages of Champions are more marked than ever now because of their exclusive Sillimanite insulators, special analysis electrodes and sensational Sillment seal. This Sillment seal keeps Champions permanently free from troublesome gas or compression leakage common to ordinary spark plugs and gives your car the full benefit of high compression and modern, anti-knock fuels.

Enjoy instant starts in coldest weather—and full-flowing power and better performance for the year to come by installing new Champions now!



We sink a transport (continued)

serenely on against that patch of light to the northwest. Then the captain bellowed, "DOWN PERISCOPE . . . Down 60 feet." We waited in dead silence, our eyes fixed on the minute hand of the control-room clock. It seemed to creep round the dial. One minute went by, then two, and my doubts began to grow agonizing. I strained my ears for a distant sound, but heard only the hum of the gyro near the helmsman, the faint noises of the sea outside the hull and the glug-glug of the ballast tanks as we kept our depth. "We've missed," I thought gloomily. "We've missed her." We would not have another chance.

In that instant, when I had given up all hope, I heard a distant muffled bang. Then another and another. All the light bulbs flickered for a moment or two. A gentle tremor shook the deck plates beneath me. The captain, from his swivel seat near the instrument panels, sprang up and ordered the submarine to periscope depth. He had a quick look and then silently handed the glass to me. I thought first that the coating of sea-slime would never clear from the glass, but then in a flash the whole terrific picture leapt into view. An enormous column of black smoke reared high above the transport. To the left and right of it giant fireballs, which must have been exploding ammunition, arched outwards against the background of darkening sky. The captain turned to the men in the control room who were staring at him questioningly. "She's gone," he said. Their faces broke into broad grins.

Then, suddenly, through the eyepiece, I spotted the escort aircraft making a beeline back along our still-visible torpedo tracks toward us. Down we shot once more, waiting anxiously, wondering if the aircraft had seen us and had called up the destroyers. Any moment we expected the thud and shake of the depth charges. At the captain's hand signal the men in the control room froze into stillness. Those at hydrophones bent over their gear, listening hard. The first few minutes were awful. Yet nothing happened and finally we came up for a look. It was now completely dark. I saw the transport was on fire from stem to stern, and against the vast red glow I could pick out the silhouettes of the destroyers passing and repassing. After an hour, when we saw that she was obviously a goner, the captain gave the order to dive down deep and reload torpedo tubes.

We stayed down about an hour, still hearing nothing except the very distant sound of ship's engines. Then, as it was getting rather late and the air was thickening, we decided to surface cautiously. Unfortunately we came up "beam on" to the target position. I was first on to the bridge through the conning-tower hatch, and as I got there, we were suddenly lit up from end to end in the blinding glare of a searchlight. That moment was perhaps the worst of the whole episode. I stood absolutely glued to the bridge rail for a second or two. Then the searchlight moved on. They hadn't seen us! The searchlights were obviously combing the sea for survivors, and after a while they began to dim. The destroyers were moving away from us.

I stayed on the bridge while the watch was posted, and filled my lungs with the good fresh air. Suddenly I felt more tired than I have ever been in my life. On the distant dark horizon there was an occasional flicker of signal and recognition lights from enemy vessels which had no doubt come out to meet the escort destroyers. But there was no sound except the noise of the rising gale and the breaking seas. We cruised slowly on, recharging our batteries. The normal routine of the boat started once again, while up through the conning-tower hatch I could catch the faint smell of bacon and eggs frying for breakfast.



"Sturgeon's" cook is forced by shipmates to eat one of his own hard-boiled eggs, as penalty for error by which he served two-and-a-half-hour eggs to all on day of fight.

*A Dream
OF DRIVING
Come True*

Step into a 1941 DeSoto

Discover De Soto's Fluid Drive Combined with the New Simplimatic Transmission! This gives you automatic shifting for all normal driving! Enjoy the new luxury of Roomier Rocket Bodies—Rich New 2-Tone Interiors! De Soto for '41 is Bigger—Stepped up in performance. See De Soto today!



TWO-TONE Interiors! Wide, deep, Form-Rest Seats. Smart new fabrics. All interior trim and fittings are treated in 2-Tone color harmony.

THIS REALLY IS DRIVING you've dreamed about—a car that *shifts for itself* in all normal driving!

With De Soto's Fluid Drive combined with Simplimatic Transmission—you can start, stop, go all day, without ever shifting gears or touching your clutch.

De Soto brings a new "solid" feel to driving. Longer, wider, and low-slung—it hugs the ground—floats over bumps without jolting front or back seat passengers. Its 105 horsepower, super-economy engine never "strains."

Outside, inside—De Soto is exquisitely designed and tailored. The distinguished new front end gleams with chrome. The rakish Rocket Body is the last word in car styling. Rich, new Two-Tone interiors harmonize with exterior body colors. All fabrics and fittings are color-blended.

See—and drive—the new De Soto. There are 13 new body styles—8 smart solid colors—4 stunning new 2-tone combinations. De Soto Division of Chrysler Corporation, Detroit, Mich.

MAJOR BOWEN, C.B.S. THURS. 9:10 P.M., E.S.T.

Fluid Drive
Formerly only on
high-priced cars, now
combined with
Simplimatic Transmission
gives you
Automatic Shifting for
all normal driving
ASK FOR A DEMONSTRATION TODAY!



"BUILT BY CHRYSLER CORPORATION" MEANS QUALITY

"Head for the Sign



Even Zero means nothing
if you "Winterproof"
your car these five ways...

of Winter Service"



Mobilgas

SOCONY-VACUUM

1. ENGINE made ready for winter-weather driving. Drained of grimy, dirt-thickened summer oil. Refilled with fast-flowing, tough, clean, "Double-Range" Mobiloil Arctic.

2. RADIATOR made safe from freezing. Drained—cleaned with Mobil Radiator Flush. Refilled with clean water and Mobil Freezone—the modern anti-freeze petroleum made possible.

3. GEARS made ready for easy shifting. Thick summer gear oil removed. Replaced with *exactly* the right grade of Mobiloil Winter Gear Oil.

4. CHASSIS lubricated. Winter Mobilgrease retards wear at vital chassis parts...resists washing out despite snow and slush. Squeaks vanish. Your car handles easily, rides smoothly.

5. WINTER MOBILGAS gives quick cold-morning starts, fast engine warm-up—even at zero!

**CHANGE NOW TO
Mobiloil Arctic**

SOCONY-VACUUM OIL CO., INC., And Affiliates: Magnolia Petroleum Co.—General Petroleum Corp. of Calif.



*Choose
Schenley Black Label
for Richer Drinks*



*Choose
Schenley Red Label
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SCHENLEY SWALLOWS SING:
"Blends by Schenley, Rich and Light—
Schenley Swallows Serve You Right!"



BLENDS *by* **SCHENLEY**

SCHENLEY Black Label, 65% grain neutral spirits. SCHENLEY Red Label, 72½% grain neutral spirits. Both Blended Whiskey and 90 Proof. Copr. 1930, Schenley Distillers Corporation, New York City.



AT 12, EDWINA SEAVER HAS MASTERED MANY OF CLASSIC BALLET'S MOST DIFFICULT STEPS. OVER HER HEAD, CLASSMATE MARIE JEANNE DOES A LEAP

Ballet goes American

This year, indisputably, the center of the ballet world has shifted to America. In years past it was Italy, France and Russia. But this winter for the first time there will be three great ballet companies touring the U. S. For the first time New York will have a ballet season of 15 weeks, comparable to the great Paris seasons of the past. For the first time an American-born American-trained dancer named

Marie Jeanne will hold the spotlight in classic ballets.

In a hundred good schools scattered throughout the country, American girls are now undergoing the rigorous physical discipline required for this newly transplanted art. Shown on these pages is the training of one of them. She is 12-year-old Edwina Seaver, who, if promise holds true, will some day enchant the rapidly growing audiences of U. S. ballet lovers.

EDWINA AND A CLASSMATE WATCH VERA ZORINA, LOVELIEST OF BALLET STARS, DO STRETCHING EXERCISES AT THE BAR OF NEW YORK'S SCHOOL OF AMERICAN BALLET





***Zorina shows
Edwina a leap***

Young Edwina Seaver spends only one and one-half to three hours daily at Lincoln Kirstein's School of American Ballet, but to her they are the most important hours of her life. She has been going there since she was 9. Her teachers include Pierre Vladimiroff, who was the favorite partner of the late great bal-

lerina, Anna Pavlova, and George Balanchine, Russian choreographer-husband of Zorina, who almost singlehanded has revolutionized dancing on the American stage. Since no better ballet masters exist, this little American girl is getting the finest dance instruction the world can offer. In another three or four years,



when her body is matured and her skill perfected, she will be ready for her career. By then, her teachers predict, she will be as magnificently trained as were the Russians in the heyday of the Ballet Russe.

By tradition and by necessity, great ballerinas continue their schooling in the dance even after they have

triumphed on the professional stage. Hence, side by side with little Edwina at the stretching bar or on the floor of Lincoln Kirstein's school, there appear from time to time such famed dancers as Danilova, Tamara Geva, Paul Haakon and Vera Zorina. In these pictures Edwina practices with Zorina who, after suc-

cess in the Ballet Russe, took both movies (*Goldwyn Follies*) and musical comedy (*I Married An Angel*, *Louisiana Purchase*) by storm. On the opposite page Zorina executes a strenuous ballet step known as the grand jeté (great leap). Above, Edwina essays the same leap, while Zorina with head askew approves.



"They haven't won a game all year—but they sure look slick in their Arrow Ties!"

• Probably the coach's wife heard that Arrow Ties perk up drab outfits. They do! Arrow patterns are created by crack stylists. Made of fine fabrics, Arrow ties are tailored to knot perfectly and fend off wrinkles. Get some at your Arrow dealer's now. \$1.00, and \$1.50.

ARROW TIES
As Outstanding as Arrow Shirts

Made by Cluett, Peabody & Co., Inc.



Colds or muscular aches tomorrow



Check the chance the pleasant way

Quick Rex-Seltzer does the trick

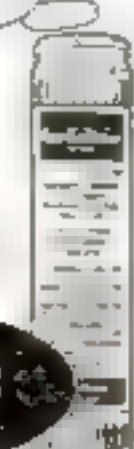
REX-SELTZER, taken at the first sign of a cold, often acts as a preventive. Its alkalinizing analgesic action is also recommended for neuralgia and muscular aches.

REX-SELTZER affords quick relief, too, from the discomforts of acid indigestion, heartburn and flatulence and headaches caused by over-indulgence in food and drink, late hours and nervous strain.

REX-SELTZER is pleasant to take. One or two tablets dissolved in water make a delicious, refreshing, sparkling drink which can be taken anywhere, anytime by young or old. It is a scientifically-tested product of the United Drug Com-

pany's Department of Research and Technology sold only through Rexall Drug Stores which cater to the comfort and convenience of millions through the world.

Ask for REX-SELTZER by name, today, in the economical packages—or let the soda fountain attendant mix you this clean-tasting antacid drink. At your convenience, neighborhood Rexall Drug Store wherever you see the Rexall name or this sign.



Ballet (continued)



Home practice is generally discouraged for Edwina, since her vitality must be saved for ballet work at school. Note Degas' picture of ballet dancers on mantelpieces.

Edwina's whole life is devoted to ballet

Almost from birth Edwina Seaver has been destined for a dancing life. Her father is Novelist Edwin Seaver. Her mother is former Actress Vera Bassett. Both have willingly acceded to Edwina's choice of a career, have intelligently prepared her for an art that requires a maximum of devotion, energy and scientific skill.

First come six or seven years of rigid training. At ballet school Edwina is now mastering the intricate muscular control that will enable her to execute perfectly the arabesques, pirouettes, élévations and jetés of traditional ballet. To conserve her strength, she retires early, dines regularly on thick, juicy steaks. To train her ear, she studies piano. To learn design, she paints with watercolors. To know the colorful history of her art, she reads avidly in the literature of the ballet that pours uninterruptedly from publishing houses.

Unlike other children, she is not allowed to skate or bicycle, since these develop the wrong muscles. For diversion, after normal schooling and ballet instruction, Edwina plays with her cat (below), attends concerts, pores through pictures in the Modern Museum's dance archives, feeds the ducks in Central Park.



Her Siamese cat, named Ting Ling, is Edwina's chief playmate during leisure hours at home. She also has some dolls, which she dresses in romantic ballet costumes.

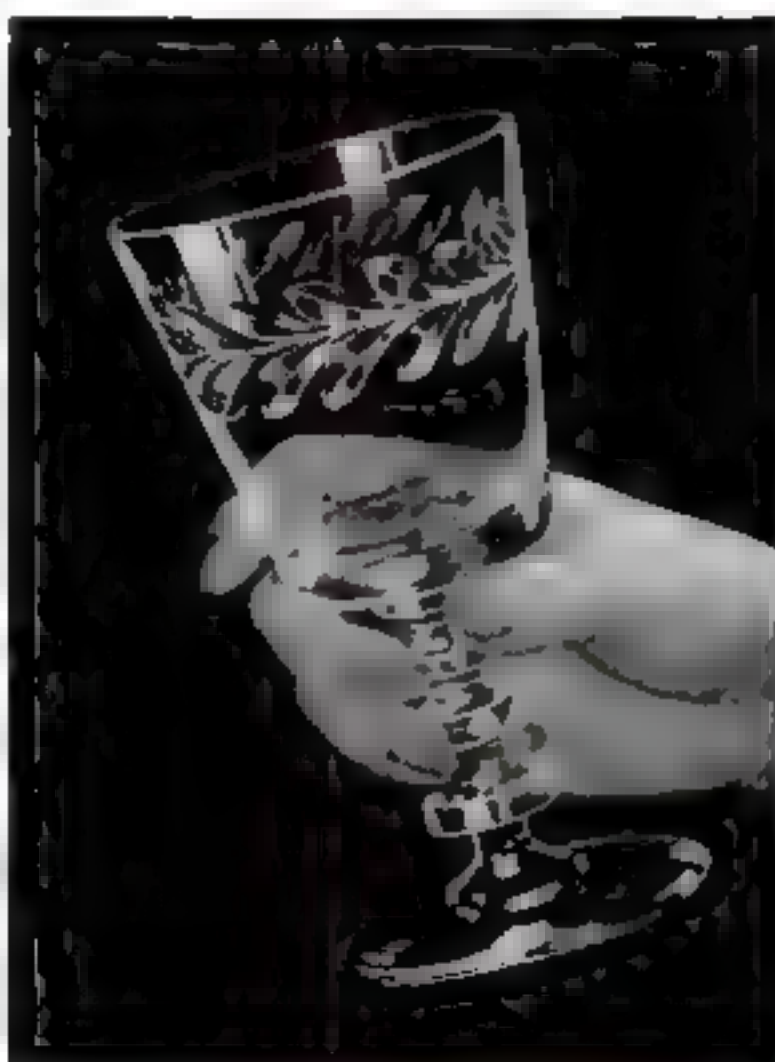
CONTINUED ON PAGE 64

Growing popularity of Regency interiors makes this goblet much in demand. It gets its elegance from careful designing rather than ornamentation. As low as **75¢**

A well planned traditional design and pattern that can be at home in any period dining room. Its fragile appearance is deceiving. As low as . . . **65¢**

Substantial shape and sturdy construction. This design is especially effective with pottery table settings. Harmonizes with early American furnishings. Price . . . **\$1.00**

Tall and graceful, with a deep hand-cut, original floral design, this goblet can be counted on to impress the most critical guests. Priced as low as . . . **65¢**



SOME OF THE LOVELIEST CRYSTAL IN THE WORLD IS MADE IN THE U. S. A.
and its name is Rock Sharpe Crystal

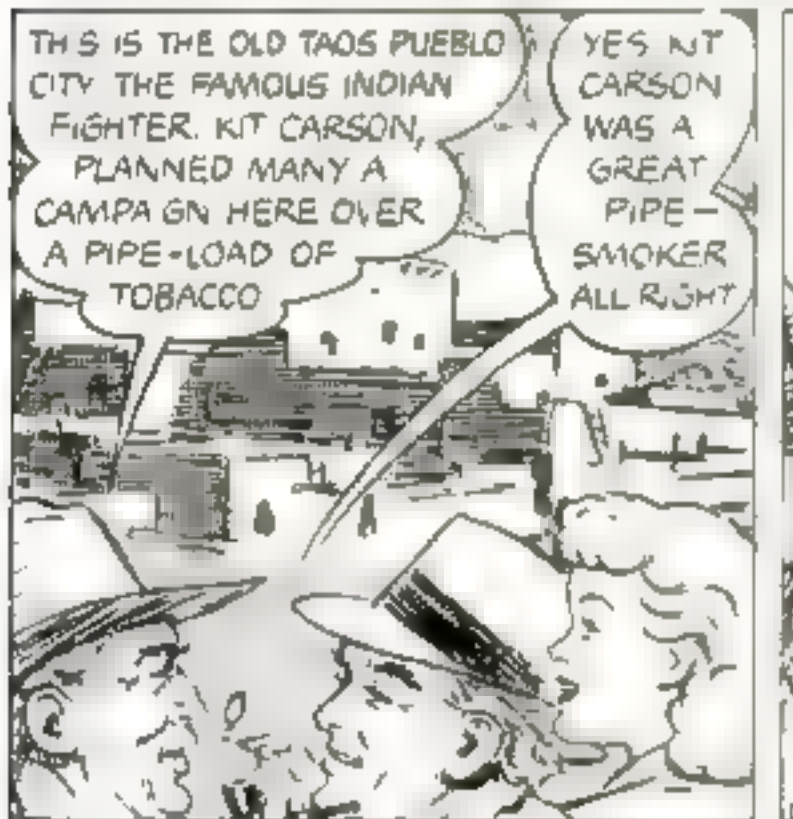
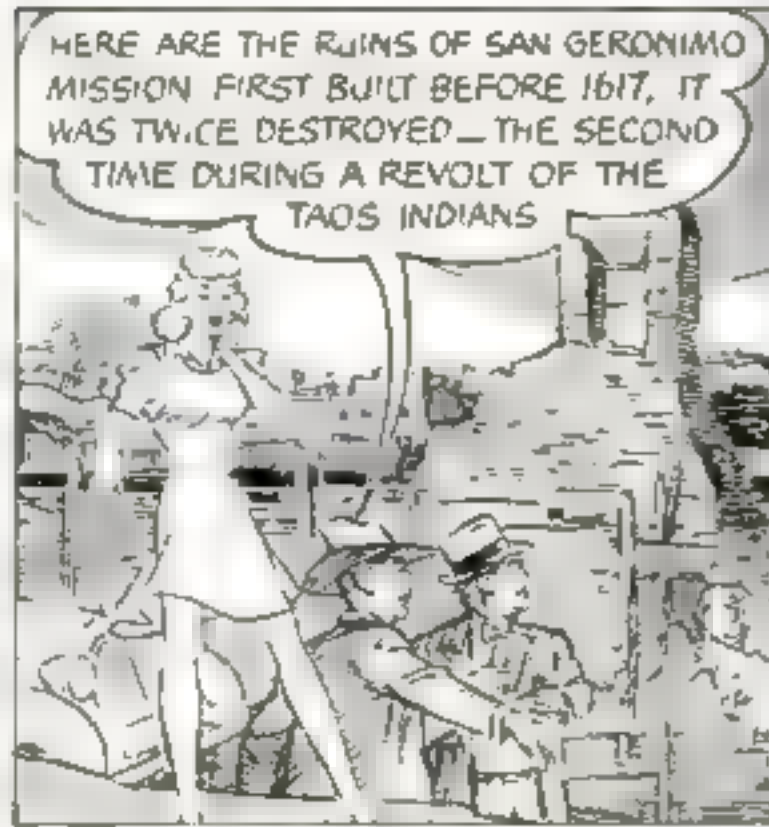
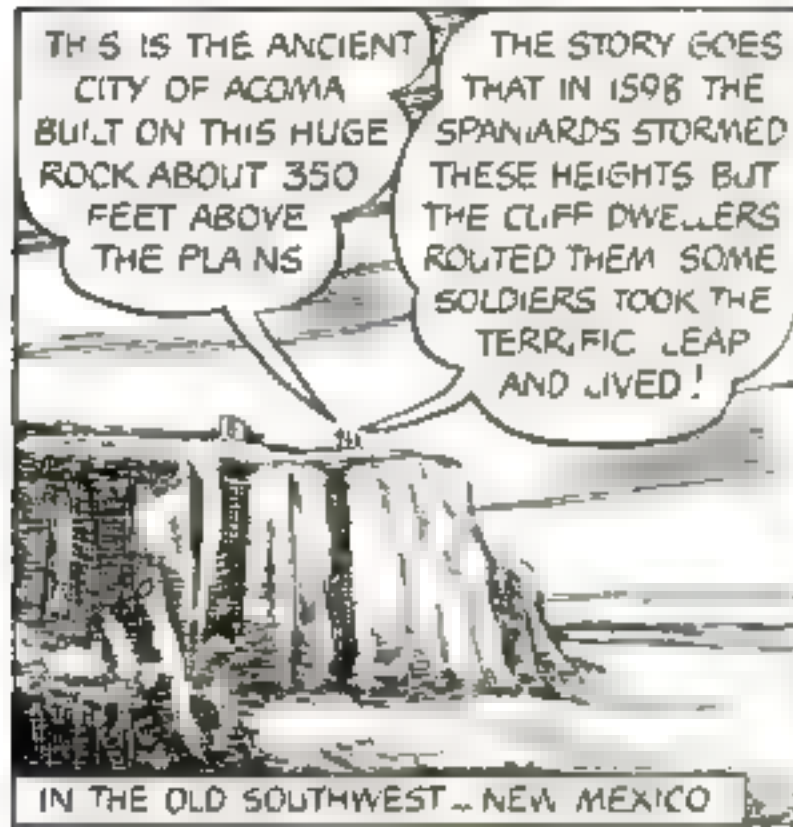


**Rock
Sharpe
Crystal**

BECAUSE American women understand the importance of good crystal in table-setting, and because they get a real thrill out of a well-set table, the United States is, and has been for some time, the style headquarters for stemware. Goblets on this page, taken from the Rock Sharpe Crystal collection, show what American talent can do in stemware. Rock Sharpe Crystal combines beauty and strength. It's impressive enough for formal dining yet so practical most women use it every day for the whole family to enjoy. A wide range of prices brings Rock Sharpe Crystal within the reach of budgeting newlweds. (Pattern shown at not low as \$1.25*) All good stores carrying glassware carry Rock Sharpe Crystal. Each glass bears the tag shown at left. For illustrated folder write Sharpe, Inc., Dept. L-10, Buffalo, N. Y.

**Prices in each case depend on locality.*

OL' JUDGE ROBBINS



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

86 DEGREES COOLER

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED - COOLEST OF ALL!



EXPLORE THE BIG RED TIN

- DISCOVER COOLER, Milder SMOKING!

FRESH, FRAGRANT, TASTY - THAT'S PRINCE ALBERT IT'S CRIMP CUT AND NO-BITE TREATED TO LET THE GOODNESS COME THROUGH!

FROM FIRST LOAD TO LAST PRINCE ALBERT PACKS BETTER, DRAWS SMOOTHER, SMOKES COOLER - NO WONDER IT'S SO MUCH Milder.

BE AN EXPERT ROLLER, TOO. P.A. SHAPES UP EASIER, QUICKER - FIRM, SMOOTH. TASTES RICH WITHOUT HARSHNESS

50 pipefuls of fragrant tobacco in every handy tin of Prince Albert

PRINCE ALBERT THE NATIONAL JOY SMOKE

Five ballet positions



The first of ballet's five classic positions for the feet is here demonstrated by Edwina.



The second is heels separated, toes out. All the steps start from these positions.



The third is heel in middle of other foot. All of the steps return to these positions.



The fourth is one foot crossed 12 inches before the other, with toes turned out.



The fifth is feet locked across each other, each heel to opposite toe. These five positions give the dancer complete support of the spine and a maximum of mobility.

The Biggest Buy in FORD History with a Sensational NEW RIDE !



● All the experience born of building 28 million cars is in this BIG 1941 Ford. All the resources of a world-famous plant have been lavished upon it.

● That's why it stands out in value, stands up in service. *That's why it offers features that no car near its price can match!* Some of them are listed at the right. You'll find the rest in the BIG car that's waiting at the nearest Ford dealer's. *A trade for a 1941 Ford means a good deal!*

SIZE The biggest Ford ever built! Longer wheel-base. Entirely new bodies, stunningly styled.

ROOM Extra inches all around. Half a foot more seating width! More head room. As much as 33% more glass area.

RIDE Gentle, gliding "boulevard" ride — softer springs, big improved shock absorbers, new perfected stabilizer.

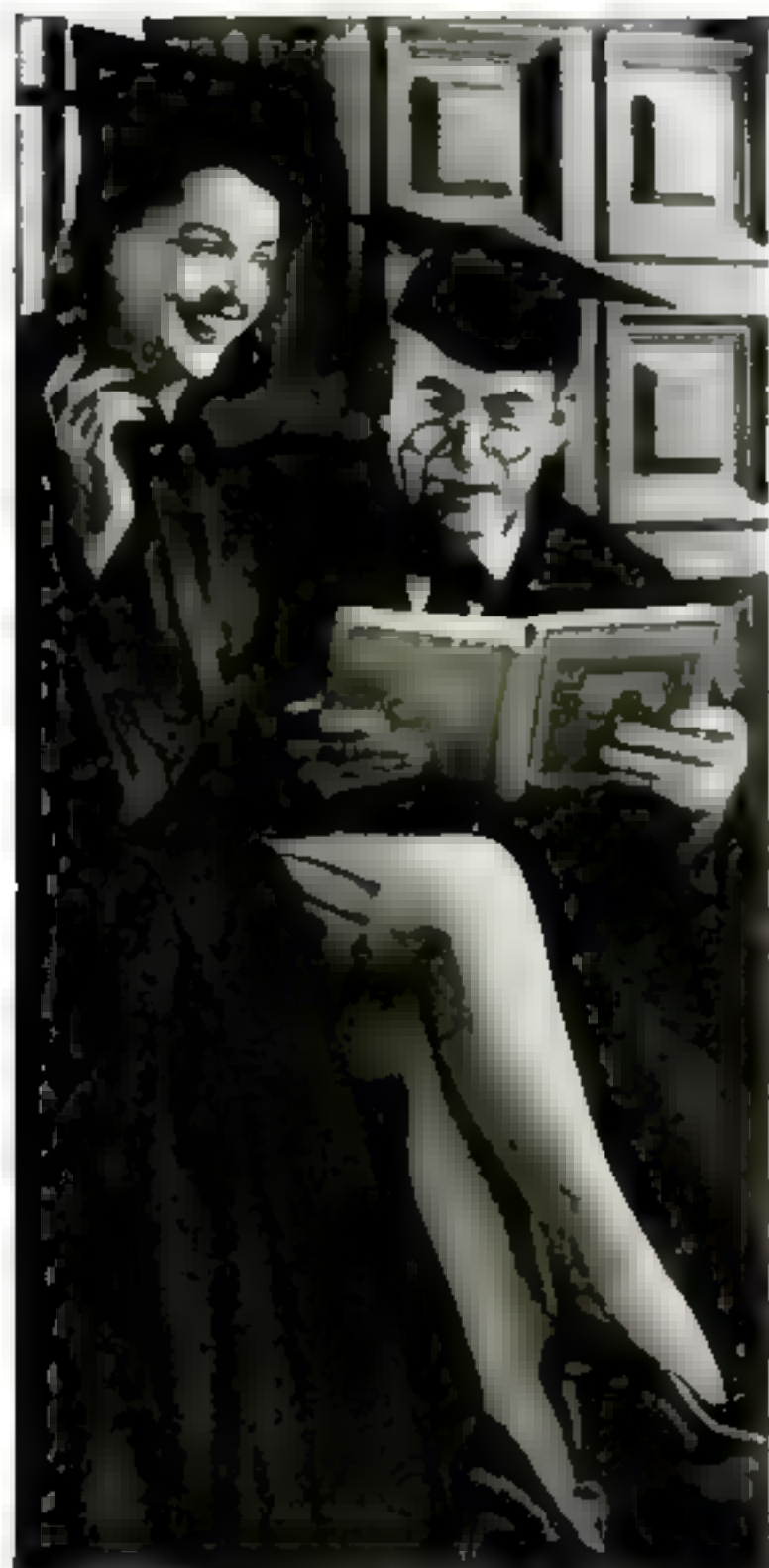
ENGINE The only 8-cylinder engine in its field. Smooth, powerful — now geared to get away faster!

BRAKES The biggest hydraulic brakes of any car near the price! Faster stops and longer service.

EQUIPMENT As always, the greatest array of equipment included in the price. Many big-car "extras" are yours to enjoy at no extra cost!

***Get the facts and
you'll get a FORD!***





A girl working for her M. R. S. (better known as Mrs.) should watch her B-r-e-a-t-h. Keep romance warm with cool, breath-taking PEP-O-MINT LIFE SAVERS.



The best passer we know is the pal who passes BUTTER-RUM LIFE SAVERS our way. Delicious? Well, just try a package of them today!



When your mouth feels like the Sahara, give it a lift with PEP-O-MINT LIFE SAVERS—freshening, cooling, delicious. Have some in your pocket or pocketbook always.



Everybody's breath offends sometimes after eating, drinking, or smoking. Why not let LIFE SAVERS save yours? 14 delicious mint and fruit flavors. Sold everywhere. 5¢.

Ballet (continued)

Pirouet in costume



In ballet dress, Edwina does a pirouet on her toes. Last summer she made her first public appearance dancing in a Mozart ballet at the Cape Cod Institute of Music.

Portrait of a Happy Husband



By A Smart Wife

"I'd like to have you meet my husband. He's the hardest-working man I know—and the most understanding and devoted. I'm glad he finds so many things in our home that give him the kind of living he likes. Confidentially, I suspect he likes the icebox best of all. He loves to prowl there for cold cuts,

pickles, sausage, cheeses and what-not...and top them off with his favorite beer. What's more, he's happiest when he has friends around him...and, by the way—we'd like to have you drop in this evening and talk about this and that and have some cold Budweiser... We'll be looking for you."

ANHEUSER-BUSCH...ST. LOUIS

Budweiser

TRADE MARK REG. U. S. PAT. OFF.

A Beverage of Moderation

MAKE THIS TEST

DRINK BUDWEISER FOR FIVE DAYS. ON THE SIXTH DAY TRY TO DRINK A SWEET BEER. YOU WILL WANT BUDWEISER'S FLAVOR THEREAFTER.



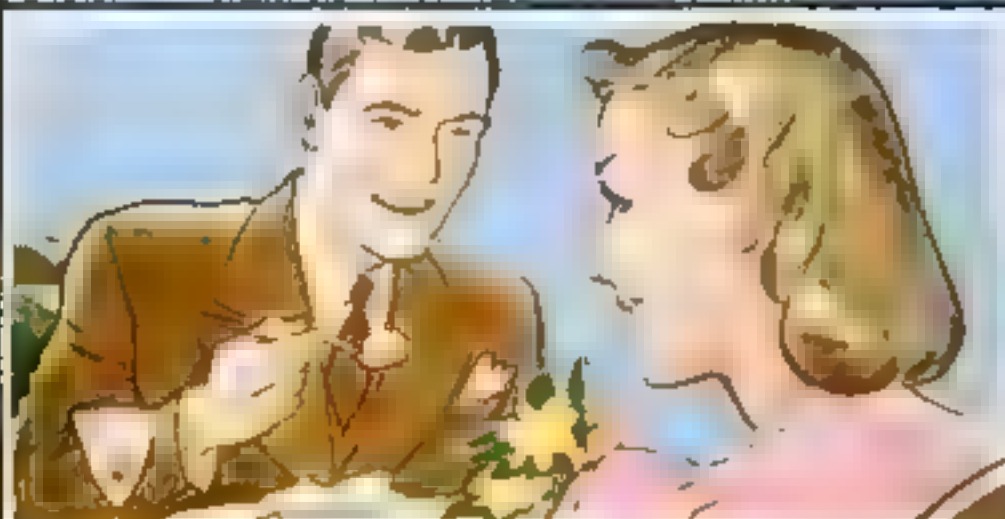
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What's new

HAVE YOU GOT A HUSBAND LIKE THIS?

You're lucky if you have and so is your grocer



JOHN: What's wrong with these pears, Mary? They're not nearly as good as usual.

MARY: Oh! John, I guess I made a little mistake this morning. Peterson was out of Del Monte Pears and I took a brand we never had before. Silly, wasn't it?



JOHN: Well don't bother now, but the next time stick to Del Monte. If they're out of any one fruit just take some other Del Monte fruit rather than some other brand. You know we like all the Del Monte Products, and the quality's always the same.



(Next day at the grocer's)

MARY: Well, Mr. Peterson, that can of pears didn't turn out so well at our house last night. My husband knew right away they weren't Del Monte, and I didn't like them at all. He said "Tell Peterson next time he is out of the Del Monte fruit you want, to send some other Del Monte fruit but never any other brand."

And then he handed you a fine compliment by adding, "Peterson's a good enough business man to know that the only way to keep a good customer satisfied is to give her what she wants."



PETERSON: Thank you very much, Mrs. Smith. I appreciate your husband's good opinion as much as his business—and tell him what's more, the only reason he can't get any important Del Monte variety here at any time is because I have lots of other good customers that are just as insistent on Del Monte as he is—and I may happen to be out of stock.

GOLDEN SUPPER SALAD
Del Monte Sliced Pineapple with shredded carrots and ham strips on lettuce, with French dressing.

THE BRIGHT SPOT

AND LOOK! SO MANY EASY WAYS TO SERVE IT!

SLICED—great rich-ripe rounds of imprisoned sunshine! Delicious right from the can and simple the making of each and every Fall salad pictured here. Dozens of others, too!

CRUSHED—inspired time and trouble saver! Put it to work in puddings, custards, pies, cake fillings, omelets and fruit muffins. Brilliant performance always—with Del Monte!

BARs—trim, slender sections, can-high—cut lengthwise from the fruit. Unparalleled for "show-off" salads and fancy cakes. A handsome garnish for meats, too.

CHUNKLETS—tropic temptation in every golden mellow inch-sized piece! Let 'em add sparkle to salads and meats. Or chill 'em for breakfast—warm welcome assured!

TIDBITS—little brother to Chunklets, but twice for fruity fragrance and delectable Del Monte flavor. Pretty as a picture in fruit cups and atop sundaes. Or mix them with whipped cream—and dessert's done!

JUICE—"A sip o' sun for everyone"—for breakfast, lunch, for after-school appetites—before dinner! Irresistible any time, because it's Del Monte—pure, natural, unsweetened!

IT PAYS TO LOOK FOR
DEL MONTE FIRST—especially

Del Monte

in Fall Salads?

SLICED SUNSHINE — straight from the tropics!

Just in the nick of time to *keep every cold-weather meal bright and sunny* — every appetite happy! Yes, even your budget smiles with golden-juicy Del Monte Pineapple!

Big, beaming circles of freshness and flavor—that's what! Instantly welcome—always at home—in easy salads like these shown here—for dessert, with meats—for breakfast—whichever part of your menu needs its sunny goodness most!

And six convenient styles to choose from, too! Six glorious ways to enjoy its tropical flavor!

But never forget this simple recipe for getting pineapple at its tempting best. Say "Del Monte" and *mean it!* Treat yourself to the extra joyful eating of fine, proud "pines" ripened to plump perfection—then packed with speed and dispatch to keep their natural sunny-sweetness in!

Mind you—that goes for *all* Del Monte Pineapple—every shape and size. Get it—and be glad!



Del Monte Pineapple

FOR THE LAST WORD
IN SUN-RIPENED
GOODNESS

RUSSIA UNVEILS INVASION OF FINLAND

FULL-LENGTH MOVIE CALLED "MANNERHEIM LINE" SHOWS RUSSIAN WEAPONS AND TACTICS

When Russia invaded Finland last Nov. 30, it abruptly ended nearly all communication with the outside "capitalistic" world. It stopped sending out pictures and movies. It clapped a ferocious censorship on correspondents. Last week this pall of darkness over Russia was lifted for the first time when Moscow released a remarkable movie record of the Russian attack on Finland's Mannerheim Line. Below and on following pages LIFE reproduces noteworthy scenes from the film.

Propaganda though it is, *Mannerheim Line* is a revealing record. It proves that the Russian Army has a formidable arsenal of weapons, and that it knows how to use them. It shows the Russian Army as the nearest approach to the German Army yet developed. It shows a basic co-ordination of planes, artillery, tanks and infantry. It demonstrates the appalling task which the Russians successfully executed: a vast mechanized attack in arctic weather. It shows the faces

of the Russian soldiers, dull, tough and disciplined.

Above all, this movie demonstrates again the heroic feat of Finland's 17 divisions in holding out 105 days against Russia's 45 divisions. Human valor still counts for something. It is noteworthy that Russia has yet released no movie of the fighting in northern Finland, of the bloody defeats at Salla, Suomussalmi and Pitkaranta. There long Russian tank columns were caught by the Finns on narrow forest roads and butchered. The Russian mistake was to try a blitzkrieg in an impassable forest. Another mistake was to think that the Finnish "proletariat" would rise and welcome the Red juggernaut. (The Russian columns even brought along brass bands.)

After it had learned its lesson, the Red Army went to work the hard way, hammering at the Mannerheim Line in the south. It moved in mid-winter against appalling hazards. It had no "Hitler luck," no "Hitler weather." The great guns

were advanced over bad ground in bitter weather. Brief thaws bogged the ground under them. Snow blanketed bombers and observation planes on the ground. The Finns hid their fortifications, concentrations, munitions dumps, under the endless Finnish forests, so that the Russians were obliged to shell them with a long, searching and wasteful bombardment. The Finns moved rapidly and struck with surprise over their own well-loved fatherland. They fought savagely and showed an extraordinary aversion to surrendering, even against heavy odds. Finns who had surrendered were exhibited by the Russians like rare pearls. Watching from the Finnish side, the world regarded the Russians with contempt.

The contempt was undeserved. The Red Army is no joke, these pictures prove. It does not match the German in staff work and weapons. It does not match the U. S. Army in organization and morale. But it knows how to fight and how to die.

ONE MAN FALLS IN BATTLE AS THE RED HORDE ADVANCES



RUSSIAN SHOCK TROOPS IN WHITE ROBES RUSH THE FINNISH POSITIONS



WATCH THE NEAREST MAN RUNNING BESIDE FAST MEDIUM CHRISTIE TANK



THE MAN IS DOWN, HIT BY FINNISH RIFLE FIRE. OTHERS RUSH ON



THE PROSTRATE FIGURE IS PASSED BY RUNNING GROUP OF HUNCHED SOLDIERS



①

Anti-tank gun is pulled up on Russian-built road by a covered tractor seating gun crew. Tractor was often mistaken in U. S. press for a tank. Also here other guns and trucks.



②

Corduroy road of Finnish type built by Russian engineers across bog. Another tractor and gun are along it. Sometimes flows weakens ice. Armed guns and tractors.



③

Gigantic breech of a 12-in. railway gun is loaded and closed by hydraulic power. This is a fine piece of the most modern ordnance design for the first U. S. railway guns.



④

Hooded against weather, big Russian railway guns on a special all-weather hood to point them in desired direction at the Finnish positions. They have a 100-foot shield.



⑤

Tank column assembles behind Russian line for attack. These are 30-ton heavies with a 3-in. gun and four machine guns. In north Finns likely to lead these exteriors columns.



⑥

Armored train, captured from Finns, is not a very effective weapon. Russians suspect the rear car's light head guns, machine guns and wireless. The far car is inconspicuous.



7

Russian fighters, fitted with streamlined skins for tundras, take off to shoot down Finnish planes. These fairly slow (300 m.p.h.) Moscos are good but now old-fashioned.



8

Russian bombers drop a salvo of bombs on Finnish town. This is the old Sredni Bombog-2 (Russian for medium bomber). Russian bombing was good but not accurate.



9

Ski troops advance across ice to attack the island of Koivisto toward the end of February. Koivisto was the vital sea anchor of the Mannerheim Line. Artillery covers them.



10

Crack troops keep formation with great skill on skis, as they approach Koivisto Island. Notice that Russians use white robes in winter fighting as generally as do the Finns.



11

Assault on Koivisto is carried out under shelling from Finnish forts. Deploying, some of the Russians lie prone to cover their comrades' advance with machine-gun fire.



12

Koivisto's lighthouse atop old fort, a modernistic structure, is examined by victors. Captured were twelve heavy coastal guns. Koivisto loss on Feb. 24 was heavy blow to Finns.



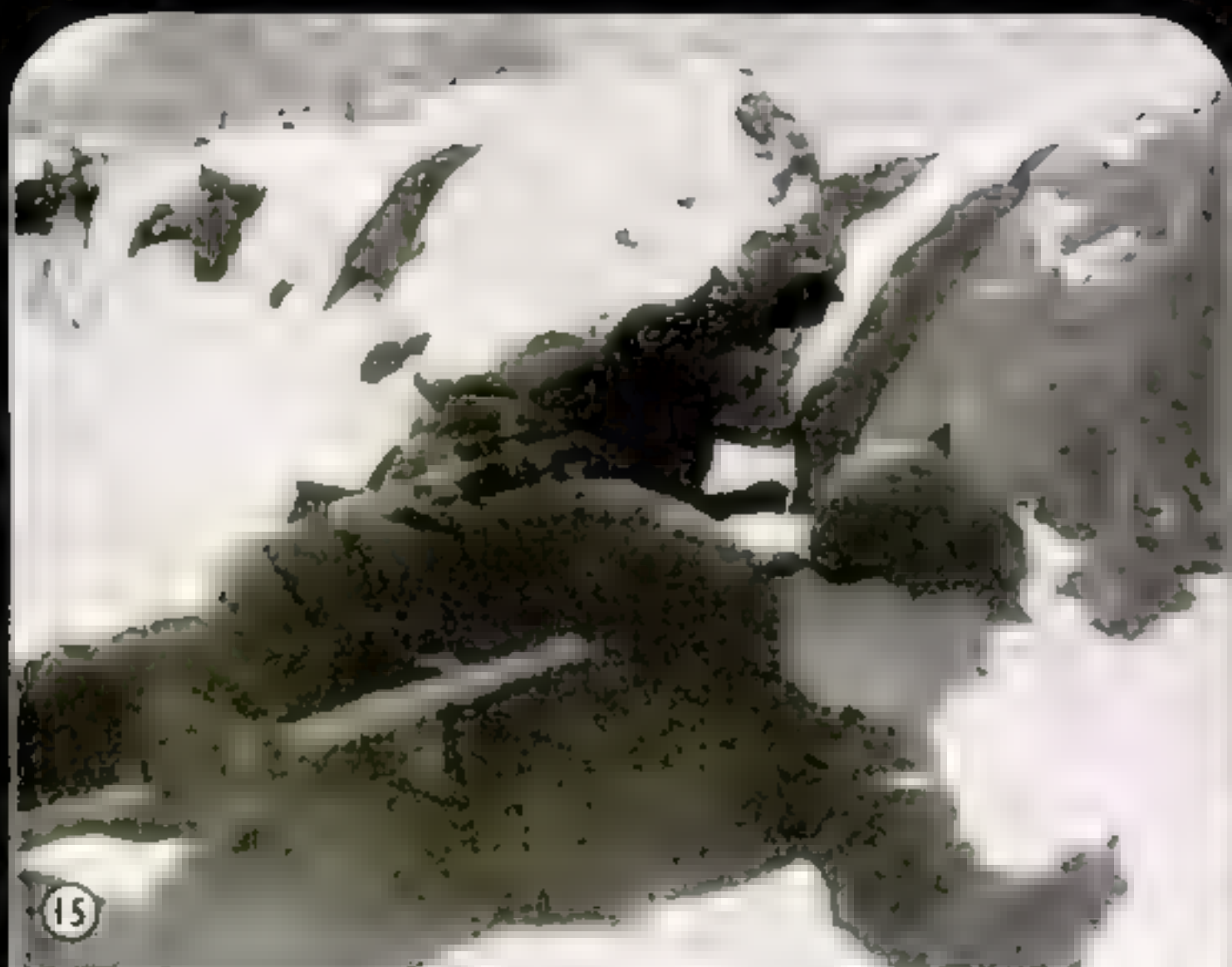
13

Magnetic rings on poles are passed over ground by Russians to search out Finnish land mines, planted to blow up tanks. Russians are preparing final break-through at Summa.



14

Finnish land mines, detected by Russians, are piled up. Mined terrain must be swept by machine-gun fire to prevent this. The Finns have been driven back by Russian fire.



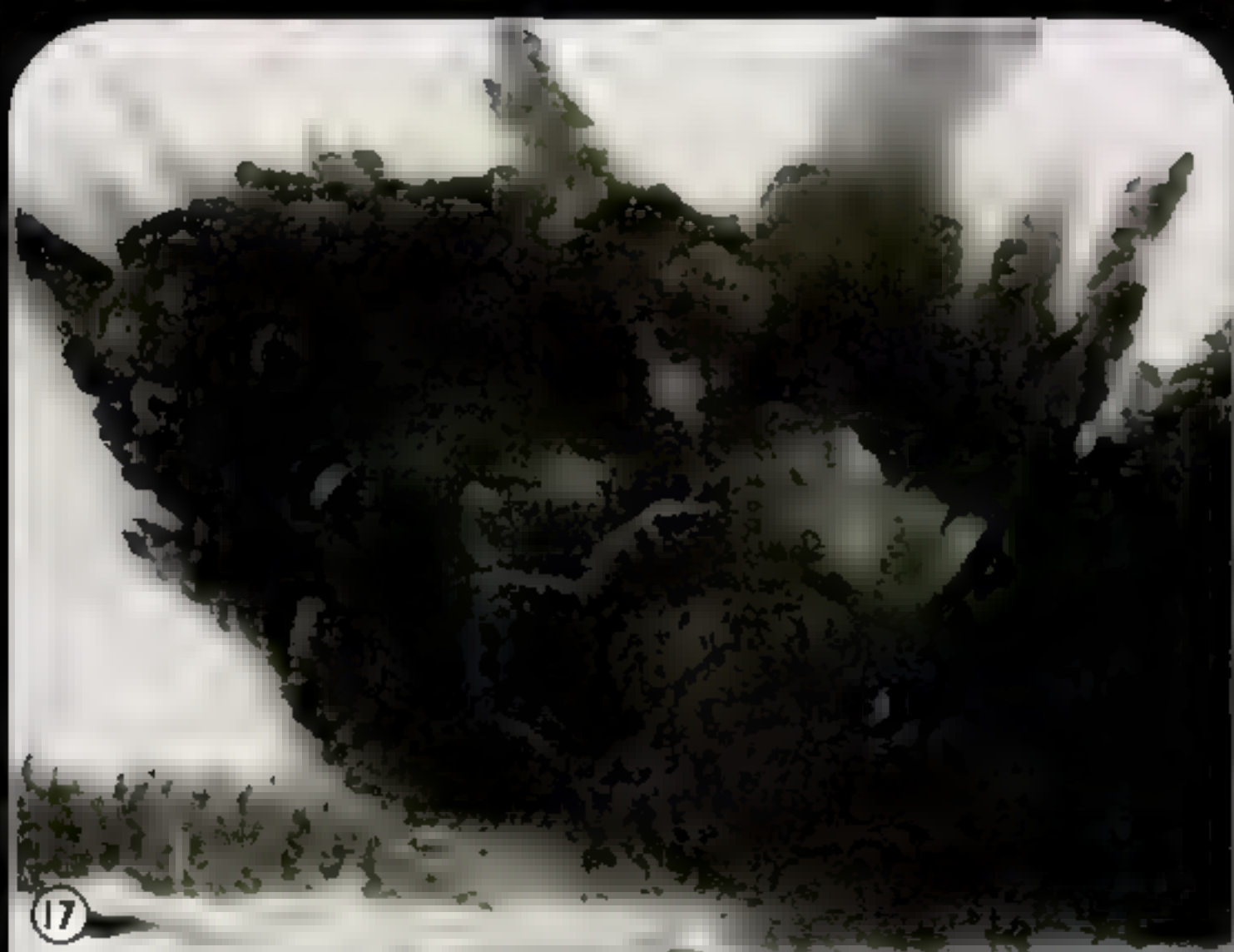
15

Russian sapper crawls out with one of the Finns' own land mines and plants it up against the line of snow-covered granite boulders that serve the Finns as a barrier against tanks.



16

Fuse is lighted by Russian against Finn tank barrier. This explosion sets off others which blow a wide path through the boulders for the Russian tanks to pass through.



17

The explosion of a row of land mines actually makes the surface of the land rise several feet for several hundred yards. One or two good paths through barrier are all tanks need.



18

In Arctic twilight, Russian howitzers open barrage under which tanks advance on the Mannerheim line. The near gun is recoiling, far gun firing. The attack is under way.



19

White-hooded engineers of Red Army crawl over the snow behind tanks to cut barbed-wire barriers for infantry and to blow up pillboxes. Nearest man shoves a charge along.



20

Tank charge through open forest of southern Finland bowls down trees, flazes away at the retreating Finns. These are 6-ton English Vickers, improved by a Russian gun turret.



21

Through the wire go snow-covered tanks. Notice how the tank in background fades into the landscape. These tanks—read after Finns' advance pillboxes and earthworks.



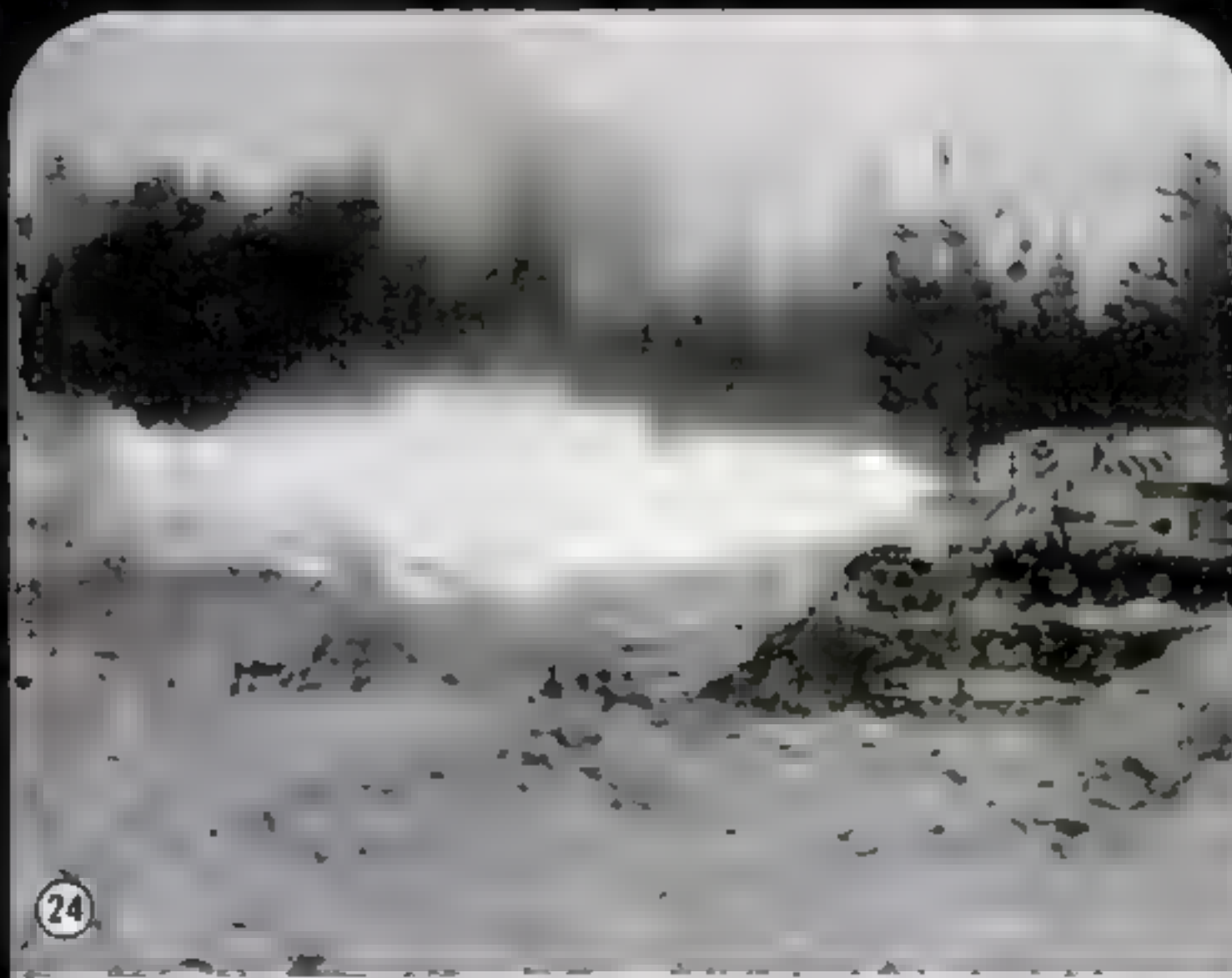
22

Engineer now reaches the Finnish-barbed wire, in advance of the main body of the Russian infantry. His dangerous job is to cut the electrified wire (see also picture No. 21).



23

Insulators in the snow show that this wire is charged with 1,200 volts, quite enough to kill a man. The electrified wire was used only to protect major concrete and steel forts.



24

Flame-throwing tank of the Russianized Vickers model douses Finnish machine-gun pillboxes with flame. The camouflaged tank is identical with one drawn for LIFE, April 1



America's
Best-Known
Baby




How can a mother know her baby's foods are right? It was my own uncertainty on that score that prompted my husband, Dan Gerber, to pioneer in canned strained foods years ago. Since then Gerber experts have saved the mothers of over a million babies the same worry...It's a grand feeling, being sure of the foods you put in baby's mouth!

Mrs. Dan Gerber



Gerber's Cereal Food

You're pretty sure to have happy meals with tasty Gerber's Cereal Food! It's a special baby's cereal, enriched in the iron and Vitamin B, they're so apt to need. Pre-cooked, ready to serve—simply add milk or formula.  Send for free sample.



Gerber's Strained Foods

The vegetables are *home-grown* by our experts *specially for babies*. The prize vegetables are safe in their tins within a few hours after harvesting! Fifteen varieties: 3 savory soups, 6 home-grown vegetables, 5 tasty desserts.  Send for booklet on baby feeding.



Gerber's Junior Foods

When baby grows up to coarser foods, you'll like having Gerber's Junior Foods in the same-size—same-price tin. It's handy. And it's economical—just right for an average serving without leftovers. Eight delicious varieties including chopped vegetables.

Gerber's Baby Foods 

Dept. 711, Fremont, Michigan

"From a few weeks to a few years"

Invasion of Finland (continued)



25

Armored sledge, dragged by 30-ton tank, takes shock troops into enemy line. This sledge, described in many reports from front, is here seen for first time.



26

Rifles are ready, the white figures trot behind tank and sledge, protect themselves against surprise. They will drop behind sledge at crack of enemy fire.



27

Tank's 3-in. shell lands squarely on the pillbox in the hull, while white-cowled men sneak up on the defenders. The trees have been ripped by artillery fire.

CONTINUED ON PAGE 76

Chase & Sanborn's "friendly flavor" keeps a Thanksgiving date in the land of the Pilgrims



Mayflower descendant, Adele Weeks, places wreath on Plymouth Rock which marks site chosen by Miles Standish in 1620 for Pilgrim settlement. Half of band perished that winter of cold and hunger. Adele in 1940 can't imagine being hungry or thirsty, is looking forward to hottest "snack" of steaming Cape Cod clam chowder, baked hot buttered, rich, pungent, heart-warming Chase & Sanborn Dated Coffee.



New Englanders still quilt. Mrs. George Bonsall holds meeting at house of John Quincy Adams—sixth president of United States—displays one of the famous star patterns—serves hard-working ladies blueberry cakes and delectable, rich, mellow Chase & Sanborn Dated Drip Grind Coffee—fried up in a cup. Ladies appreciate extra freshness in economy of Chase & Sanborn money-saving package—purchased from near-by roasting ovens, plainly marked with date of delivery.



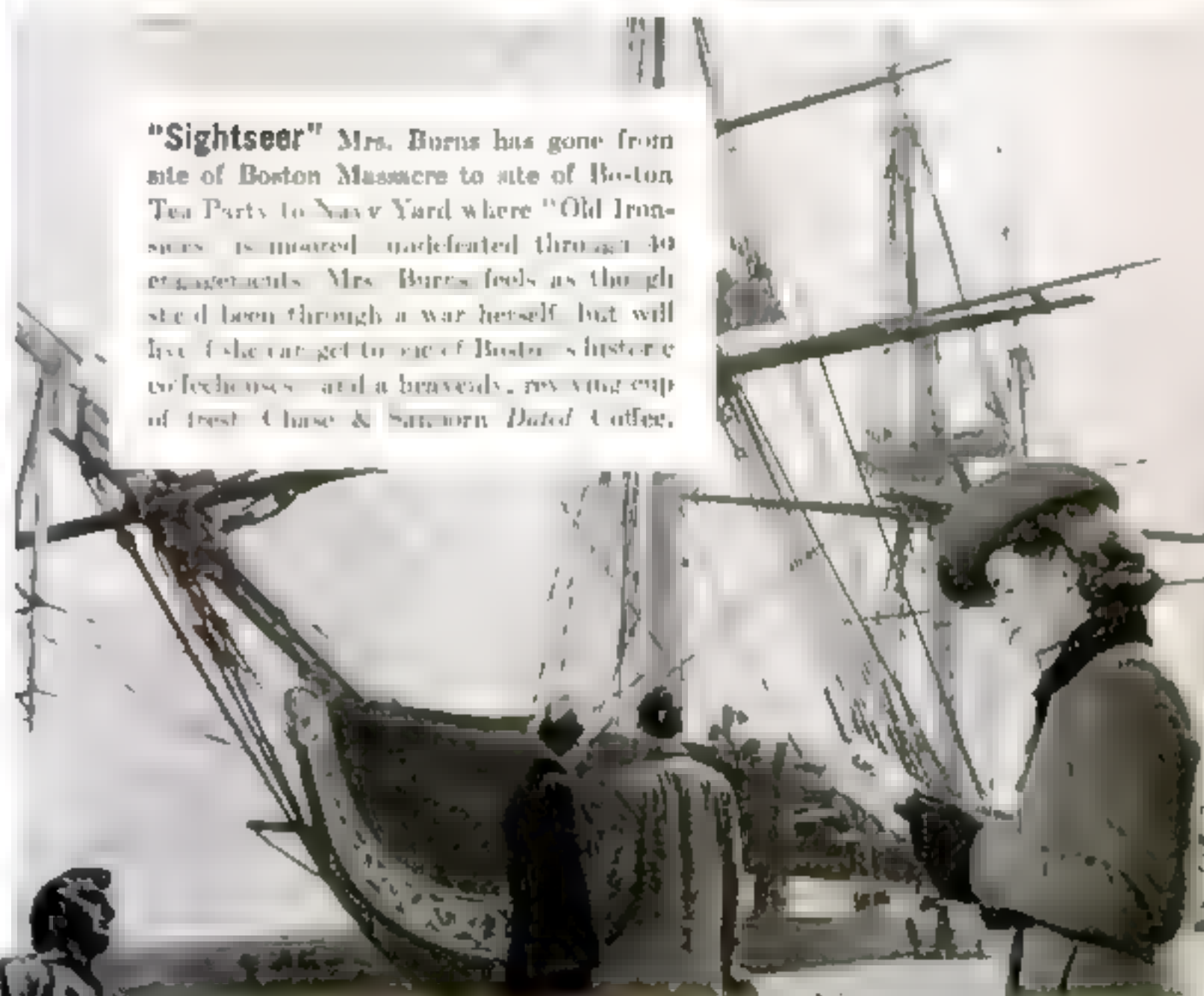
Harvard men, MacCampbell and Bill Braden, plan to climb 295 steps of famous Bunker Hill Monument, marking battle that proved America could stand on her own feet. Mac and Bill, great believers in preparedness, have breakfasted on famous Boston baked beans and brown bread and plenty of hearty, full strength, full flavored, brain-ting Chase & Sanborn Dated Coffee.



Descendant of a Lexington Minute Man salutes Minute Man statue where Paul Revere made his famous ride. Young Muzzey is proud of everything New England, its famous men, famous elm, famous food. Knapstick holds luscious New England corned beef sandwiches, delicious mince turnovers, extra-flavorful Chase & Sanborn Dated Drip Grind Coffee famous in New England and all over America.

Real old-fashioned Thanksgiving turkey dinner is prepared "in one time" in historic Harlow House in Plymouth. Cranberries, pumpkins and bark walnuts are raised on Cape Cod. Tangy, tempting flavor that tops the feast is golden-brown, sparkling Dated Coffee. Famous brand started by two young Boston men way back in 1864—Caleb Chase and James Sanborn.

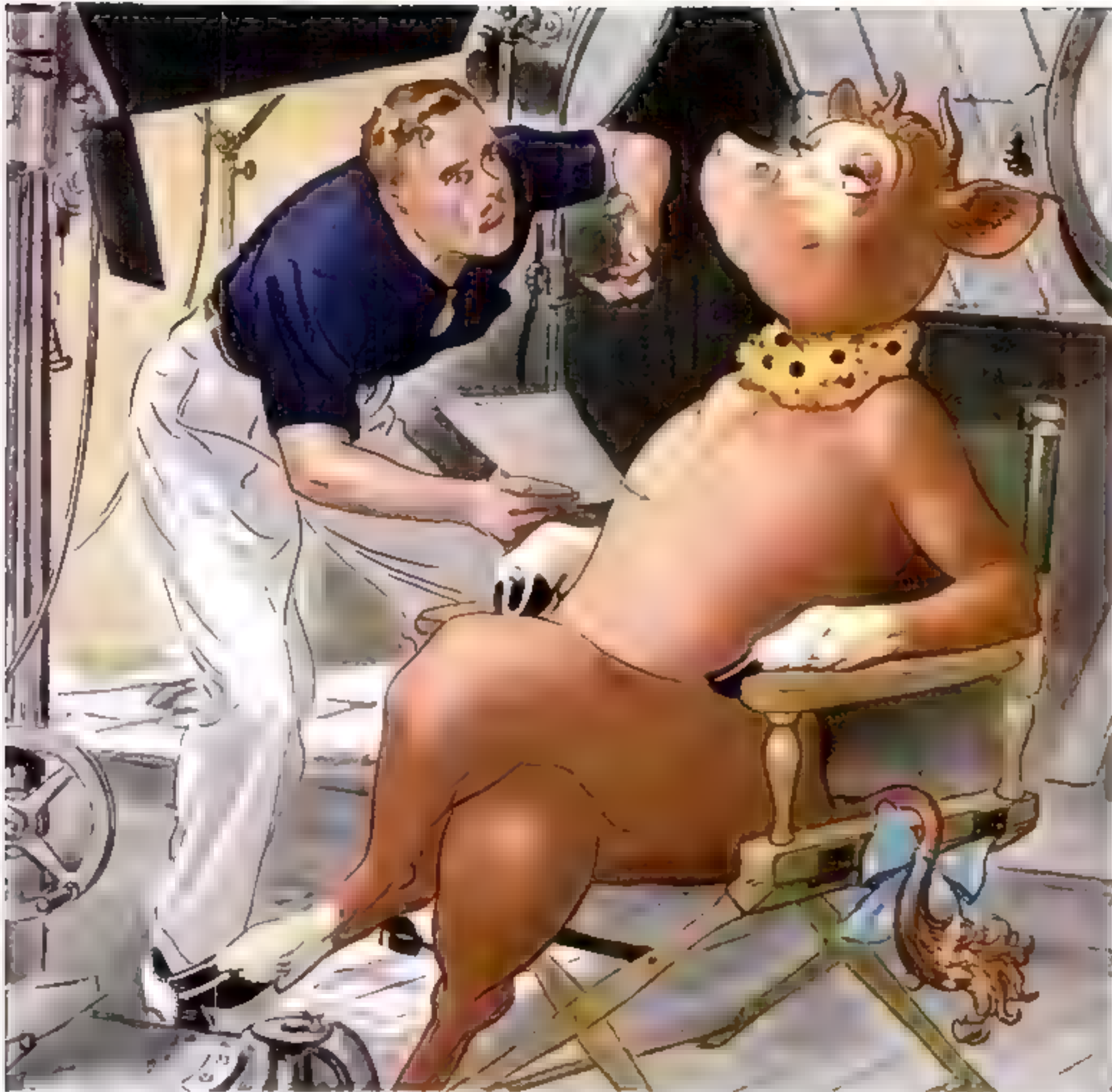
Copyright 1940 by Standard Brands Inc.



"Sightseer" Mrs. Burns has gone from site of Boston Massacre to site of Boston Tea Party to Navy Yard where "Old Ironsides" is moored, undefeated through 40 engagements. Mrs. Burns feels as though she'd been through a war herself, but will live if she can get to one of Boston's historic collections—and a heavenly, reviving cup of fresh Chase & Sanborn Dated Coffee.

English teacher shows 2 Burlington pupils Cambridge homes of Longfellow, Lowell, takes them through Concord house (below) in which Hawthorne and Emerson lived. Girls read above famous authors for educational purposes—for relaxation, listen to Edgar Bergen's famous Charlie McCarthy with thousands of other fun-loving Americans—Chase & Sanborn Program, NBC Red Network, Sundays.





"You don't have to tell me about 'LITTLE MEN'!"

"BUT I'VE GOT TO," sputtered the Fourth Assistant Director to Elsie, the Borden Cow. "I've got to get you ready for 'Little Men'!"

"What nonsense," chuckled Elsie. "Borden care and Borden experts see to it that I'm *always* ready for little men, and little women, too—with the wonderfully pure, wholesome *Borden's Milk* they need and deserve. In fact, my milk is so extra good it helps to make heaps of other extra good foods for men and women of all sizes."

"I'm talking about our *picture*, Elsie—the movie we're making called 'Little Men,'" cried the F. A. D., waving a script under Elsie's nose. "How can we get it made if you don't know your lines?"

"But I *do*," moaned Elsie confidently. "Take the line of *Borden's Fine Cheeses*. I know the whole score by

sert cheese that's 100% American in origin."

"That's not the kind of line that'll put your *personality* over," wailed the F. A. D. despairingly. "You've got to learn how to appeal to mothers and fathers—to young and old!"

"Then you can begin shooting right now," beamed Elsie. "The *Borden's Irradiated Evaporated Milk* I help produce not only contributes to such dinner-table hits as lovely cream soups and fluffy mashed potatoes—it's also approved by physicians for infant formulas because it's so digestible and rich in Vitamin D. And as for young and old..."



heart—all tempting, flavorful, grand as can be, because they're made from my milk. Creamy, golden-crustied Liederkrantz is just one noble example—the grand des-



"You're making me old before my time," moaned the F. A. D., popping a handful of aspirin tablets into his mouth.

Elsie went on happily... "Young and old are fans from away back for the marvelous cake frostings and

cookies and candies that are made like magic with *Borden's Eagle Brand Sweetened Condensed Milk*. Goodness, you look as though you could use one of my biggest successes right now..."



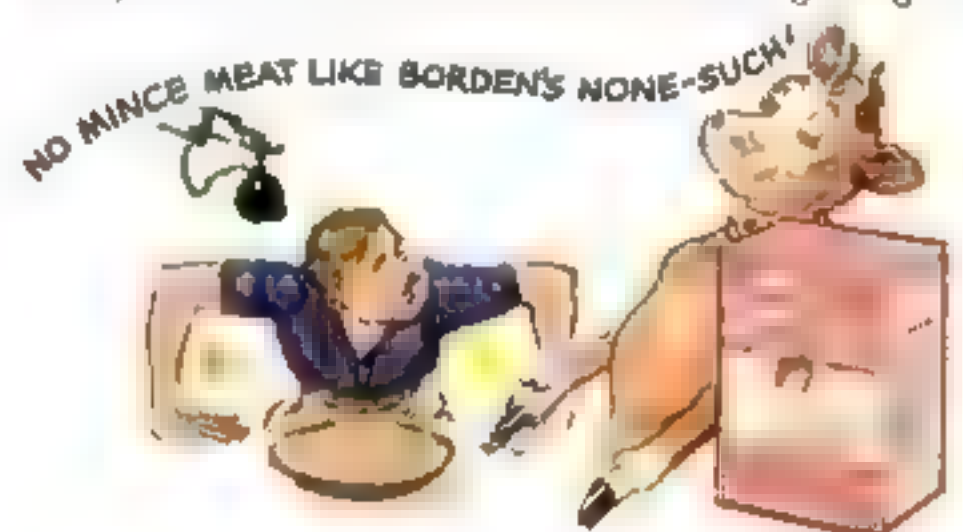
"What's that?" asked the hot, red-faced little man dazedly.

"*Borden's Ice Cream*," replied Elsie. "It's so cool, refreshing, utterly delightful. But there—I suppose I've been blowing my own horn a bit too much, haven't I?"



"I've sort of gotten the idea that you're responsible for everything good to eat that's ever been thought of," answered the F. A. D. rather vigorously.

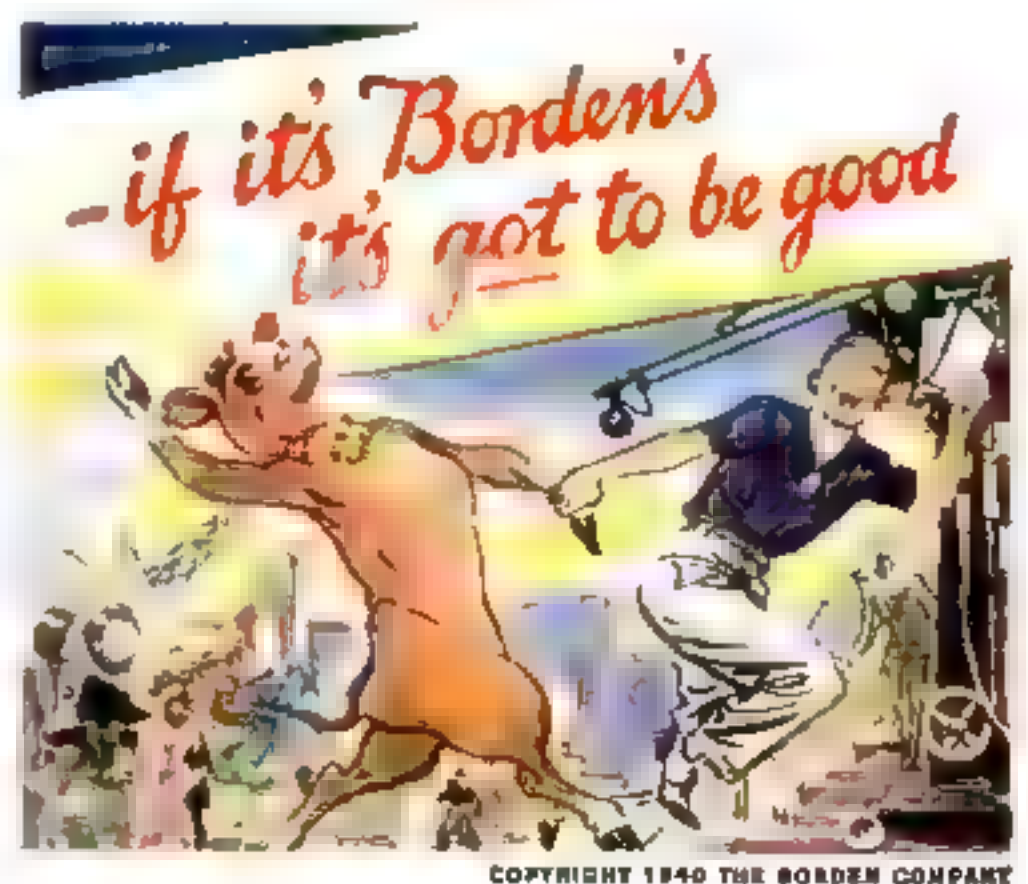
"That's not quite true, then," explained Elsie good-naturedly. "My milk doesn't go into *Borden's None Such Mince Meat*, for instance. But *None Such* is deliciously spicy and good because of the same kind of Borden skill and care that has made all my products so fine. So you see now, don't you, why we really needn't worry about our movie, 'Little Men,' being a big hit?"

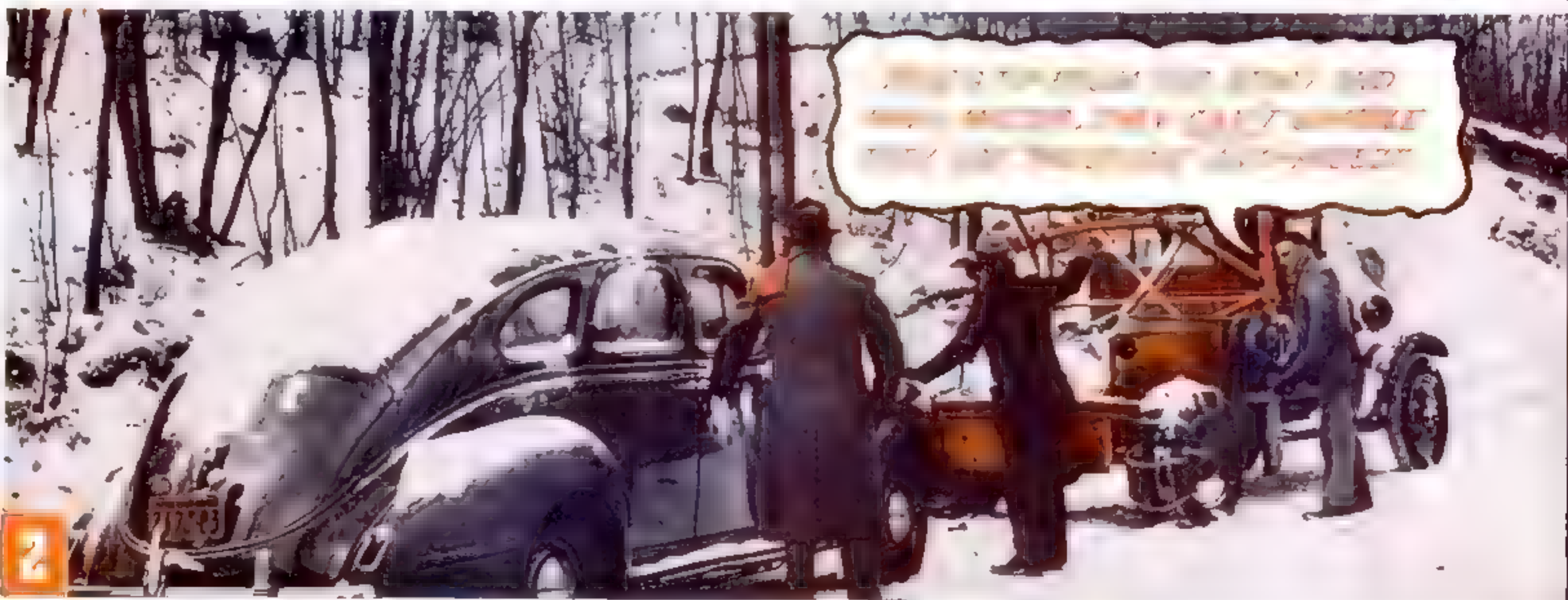


"Why?" gasped the F. A. D. weakly. "Why, Elsie?"

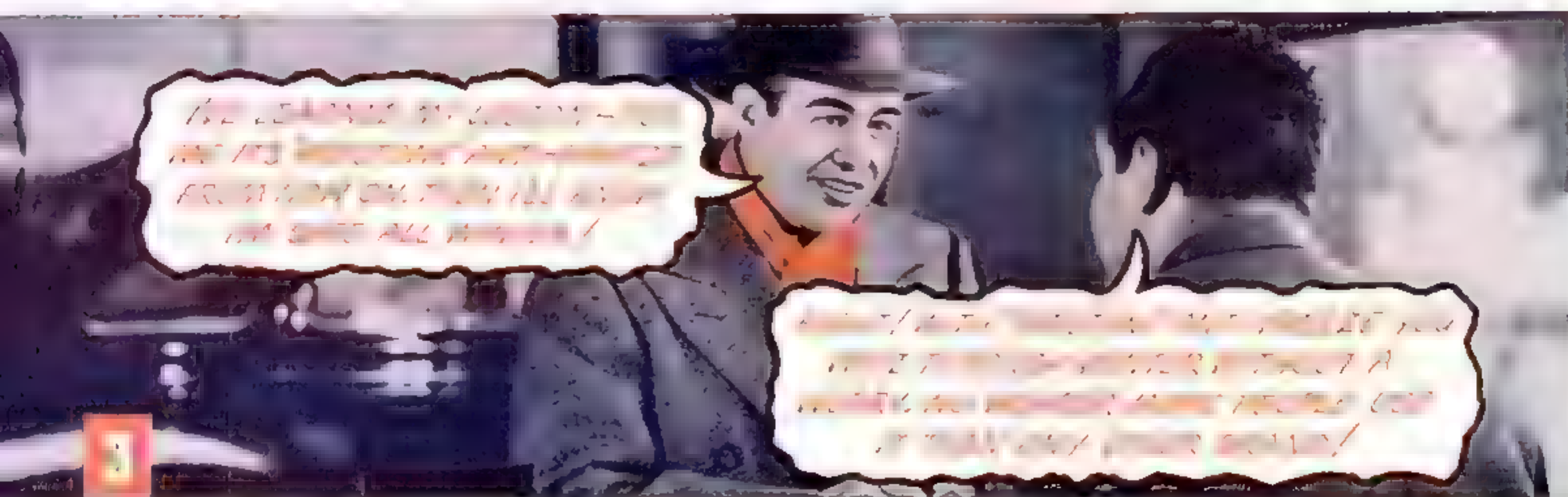
"When folks see that I've made it, they're bound to buy tickets just as fast as you can print them," said Elsie. "Because they've all learned... if it's Borden's, it's GOT to be good!"

See Elsie, the Borden Cow, herself in RKO's delightful new movie production of "Little Men" as soon as it comes to your theater. You'll enjoy seeing Elsie perform with such famous stars as Kay Francis, Jack Oakie, George Bancroft, and many others.





LESSON THE HARD WAY!



WHY THERE'S NOTHING ELSE LIKE "PRESTONE" ANTI-FREEZE!

Unlike "dollar-a-gallon," alcohol base products, one shot of "Prestone" anti-freeze lasts all winter long. It contains NO ALCOHOL...will not boil away...give off fumes...or harm your cooling system or car finish. No fire hazard.

Unlike new and untried "all winter" types of protection, "Prestone" anti-freeze has proved—in billions of miles of driving—that it will not foam, leak or permit rust or corrosion. Made to an exclusive formula. GUARANTEED!

The words "Prestone" and "Freeze" are registered trade marks of the National Carbon Company, Inc.

"PRESTONE"
ANTI-FREEZE
 YOU'RE LATE—BUT YOU KNOW IT!

\$2.65
 PER
 GALLON



AN ENTIRELY NEW DENTIFRICE DISCOVERY

DR. WEST'S
BRAND

Vray



Miss Doris Simpson
CHICAGO, ILLINOIS

*In the Electric Eye Test,
Dr. West's VRAY made her
teeth startlingly brighter
after only one brushing!*

**Combines the surging cleansing action of a
liquid dentifrice with the polishing
power of a paste or powder**

Copy 1040 by West Products Co.

**How amazing ELECTRIC EYE measures cleansing
power of Dr. West's VRAY**



In scientifically-controlled cases, Dr. West's, with the aid of the Electric Eye, a super-sensitive photo-electric instrument used in measuring the whiteness of paper, has been able to determine the true cleansing power of this new dentifrice. In every case tested, teeth neglected or ineffectively cleaned have been made startlingly brighter, after a single brushing with Dr. West's VRAY.

Actually *two* dentifrices in one! That's VRAY, Dr. West's beauty preparation for the teeth. VRAY is the first to combine the surging cleansing action of a liquid dentifrice with the polishing power of a paste or powder.

The secret of the cleansing power of VRAY is a patented ingredient with an amazing faculty for quick penetration, PLUS a new-type emulsified polishing agent. The instant teeth are gently massaged with VRAY, millions of tiny bubbles are released. These penetrate every space between the teeth and gently loosen, float out and aid in brushing away discolorations caused by neglect or ineffective cleaning.

How thoroughly this remarkable new dentifrice cleans is proved by the Electric Eye VRAY will help you keep your mouth and teeth healthfully clean . . . delightfully refreshed. Start today—and twice a day every day, brush your teeth with VRAY. It's on sale everywhere. Buy it—try it! Money back if you're not satisfied that VRAY is the finest dentifrice you ever used!

AMAZINGLY ECONOMICAL

BIG 6 OZ. BOTTLE

FULL 4 MONTHS' SUPPLY

50¢

MADE BY THE MAKERS OF DR. WEST'S MIRACLE-TUFT TOOTHBRUSH



UNDER A CARIBBEAN MOON, THE SAILORS OF THE TRAMP FREIGHTER "GLENCAIRN" CAROUSE WITH NATIVE GIRLS WHO CAME ABOARD SHIP WITH BASKETS OF FRUIT

MOVIE OF THE WEEK:

The Long Voyage Home

A fine sea film is made from O'Neill's early plays

When Eugene O'Neill was a young man, he sailed as a seaman on a British tramp. Out of this experience he wrote four one-act plays, full of dreamy tragedy, that started him on the most brilliant playwrighting career in American letters. Now, more than 20 years later, his four plays have been made into a movie.

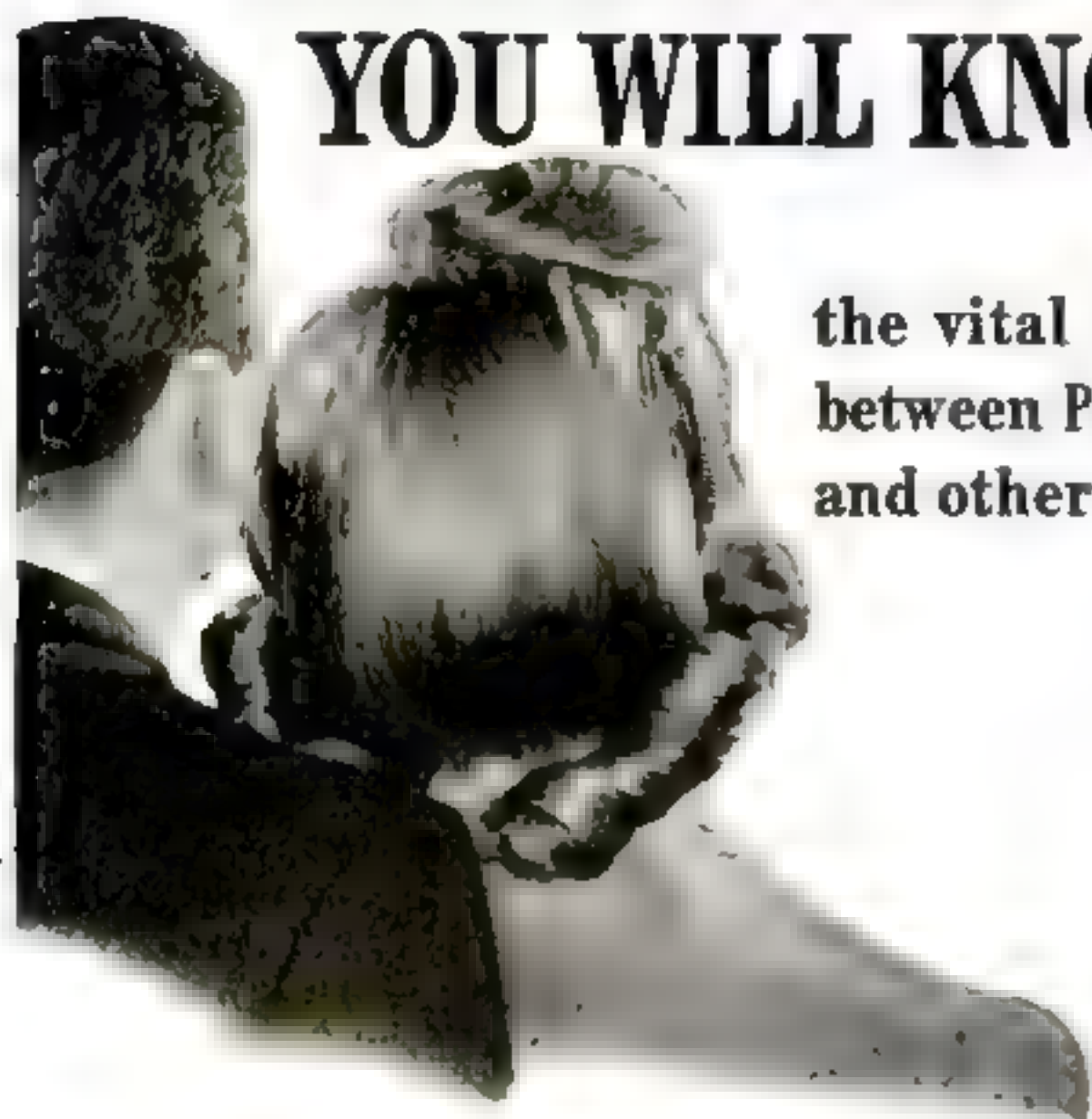
To make this movie authentic—to give it the feel and sweep of the ocean, great Director John Ford (*The Informer*, *The Grapes of Wrath*) rented the freighter *S. S. Munawun* at Wilmington Harbor, Calif. Here, under glowering skies, against the freighter's rusty plates and on her melancholy deck, he made a film of rare beauty and great artistic appeal about men who go down to the sea in ships.

STIMULATED WITH RUM SMUGGLED ON DECK IN THE GIRLS' FRUIT BASKETS, THE CREW OF THE "GLENCAIRN" GETS ROWDIER TILL THE NIGHT ENDS IN A BRAWL





15 SECONDS FROM NOW YOU WILL KNOW ~



the vital difference
between PHILIP MORRIS
and other cigarettes

READ IT—the findings* of a group of distinguished doctors: WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF THE NOSE OR THROAT, DUE TO SMOKING, CLEARED COMPLETELY OR DEFINITELY IMPROVED! **NOW TRY IT**—enjoy the world's finest tobaccos ... plus superiority for the nose and throat that is recognized by eminent medical authorities. No other cigarette can make that statement!

*Reported in authoritative medical journals



CALL
FOR
PHILIP MORRIS
America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 72 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME



Farewell to a sailor is given by shipmates to Ole of the S. S. *Glencairn* as he starts for home in Sweden. But the little Cockney behind Ole is all set to shanghai him

JOHN FORD'S MOVIE TELLS THE STORY OF THREE SHIPMATES ON A BRITISH FREIGHTER

The life stories of three sailors on a tramp freighter are interwoven in *The Long Voyage Home*. The first is Yank Evans, a rowdy American seaman (played by Ward Bond) who takes his liquor from the bottle and his women where he finds them. During a storm in mid-Atlantic, Yank is tossed by a giant wave. As he lies moaning in his fo'c'sle bunk, his lung punctured by a broken rib, his comrades try to cheer him and his captain tries to save him. But Yank knows he will die. And when they slide his shrouded body into the sea, a pall settles over the grimy boat.

The mood is broken when the ship, laden with munitions, enters the war zone off Britain's coast. Tense with fear of submarines and mines, the seamen watch with growing apprehension the strange antics of Smitty (Ian Hunter), a Britisher of superior breeding. Finally, suspecting him of espionage, they bind him and ransack the mysterious black box they have seen him conceal. In it, to their shame, are letters from the wife he has left because he could not master his craving for liquor.

Safe in London, the crew sets out with rip-roaring joy to send Ole Olson (John Wayne) back to Sweden where he plans to buy himself a farm. On the way they are lured to a Limehouse pub where Ole is doped and shanghaied. Ole is rescued by his comrades but big, tough Irish Driscoll (Thomas Mitchell) is lost at sea.



Safekeeping for Ole's money is devised by ship comrade, Axel (John Qualen), who sews it in a pocket. While the crew gets drunk, Ole must thus perforce stay sober

CONTINUED ON NEXT PAGE

"It's the 'Civilized' Way to Travel!"

SAYS

Herbert Marshall

"Distances in this country are so great that it would be a problem to get places quickly, and in genuine comfort... were it not for Pullman."

"Pullman gives me a chance to rest, sleep, catch up on reading—in surroundings that are thoroughly comfortable."

"Pullman gives plenty of space for yourself and your luggage, together with the kind of service that makes you feel at home. It is the 'civilized' way to travel."

"Pullman is the ideal answer to my travel needs," states Mr. Marshall, the distinguished motion picture actor.



JUST LIKE AT HOME! You wouldn't think of sitting up all night at home. Why do it when traveling? Clean sheets, a comfortable mattress, privacy are yours on Pullman.



PLENTY OF ROOM to make your toilet. Lots of mirrors. Lots of towels. Lots of hot water. And clean surroundings. No wonder people prefer Pullman if they prefer comfort!

Think of it! A lower berth on an average overnight trip costs only \$2.65*!

PROMINENT, BUSY PEOPLE like Herbert Marshall would not express themselves so emphatically about the advantages of Pullman travel if it did not suit them right down to the ground.

The purpose of travel is to get you where you are going quickly, dependably, safely... *without discomfort or loss of sleep.*

- Pullman does just exactly that for you.

Pullman gives room for every passenger to relax. It gives every passenger a genuinely comfortable bed to sleep in at night.

It provides the little services and courtesies that make travel pleasant, gives a greater return in comfort on your dollar than any other form of transportation.

Consider the advantage alone of having a bed to sleep in at night. That alone can make the difference between discomfort and comfort on your trip.

Consider the fact that you can take the luggage you need. Consider the smoothness of the travel, and safety.

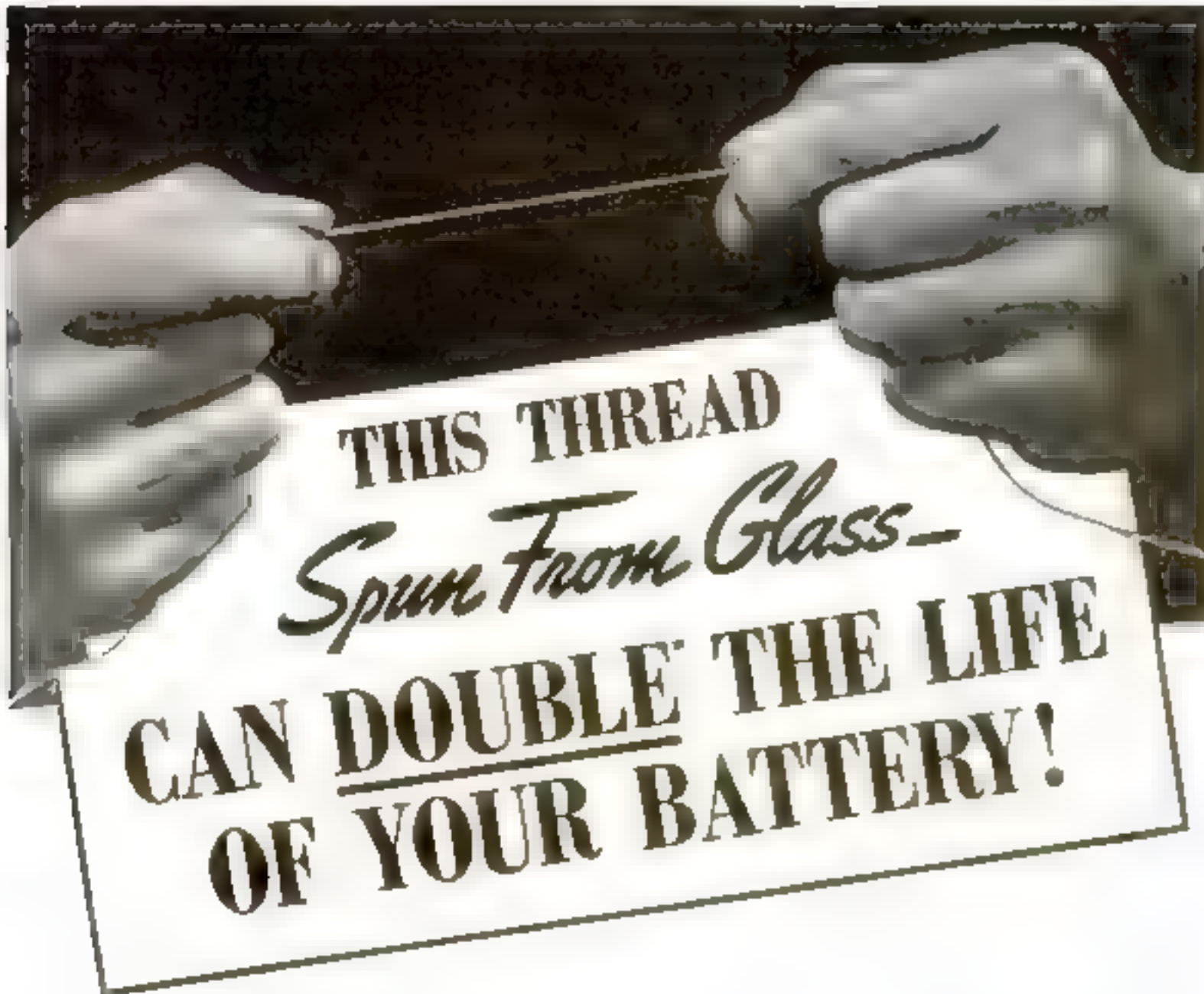
Add up these advantages and you'll choose Pullman for your next trip! Especially if you want to get there feeling fresh, fit.

***IMPORTANT!** The cost of a lower berth, for an average overnight trip of 300 miles, is only \$2.65, plus first class rail fare. For extra comfort and privacy, take an S.O.S. (Single Occupancy Section)! For only a little over lower berth rate, you get extra space normally made into an upper berth at night—and full use of both seats by day.

Go Pullman
Enjoy the Utmost in Travel Comfort!

We favor national defense preparedness. The U. S. armed forces invite enlistments.

Copyright 1940, The Pullman Company, Chicago



Goodrich puts hundreds of miles of super-fine glass thread in this quick-starting, extra-power battery to give it longer life in your car!

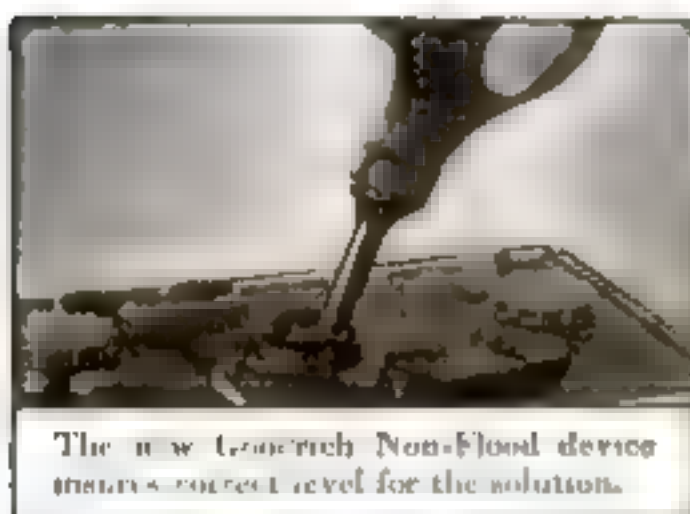
IMAGINE! A new scientific achievement that doubles* battery life—made from glass! These mats perform double duty. They hold the vital, power-producing materials in the plates twice as long, and they make possible a construction so porous that it allows a full, free flow of the battery acid.

You get double life from your

battery—and you get super-power month after month to assure quick, sure starts in coldest weather.

See this new popular-priced, guaranteed Goodrich Glasstex Battery at your nearest Goodrich Tire and Battery Dealer or Goodrich Silver-town Store.

*Proved by life tests made in accordance with specifications of the Society of Automotive Engineers.



The new Goodrich Non-Flood device means correct level for the solution.



The glass spun mats are so porous you can blow smoke right through them!



★ DON'T MISS THE GREAT VALUES IN THIS YEAR'S GOODRICH LINE! ★

PRICES START AT **\$445** FOR THE BUCKEYE BATTERY

and old battery

Goodrich GLASSTEX Battery



A quick sketch is made by Artist James Chapin for his painting of a scene from John Ford's movie. Chapin's finished picture is shown on page 89, second from bottom.

NINE ARTISTS, IMPORTED TO HOLLYWOOD, PAINT SCENES OUT OF WANGER'S MOVIE

To advertise *The Long Voyage Home*, Walter Wanger devised an ingenious promotion scheme. To Hollywood, at a cost of \$50,000, he imported nine leading U. S. painters, turned them loose in his movie studio, told them to paint what they wished. For a week Artists George Biddle, Raphael Soyer, Ernest Fiene, Robert Philipp, Thomas Benton, Grant Wood, James Chapin, Georges Schreiber and Louis Quintanilla poked about on stages, watched the shooting of scenes, talked to stars, looked at daily rushes, sketched settings and actors.

When they turned in their finished paintings, Producer Wanger proudly announced that his was the largest commission ever extended to easel artists by private U. S. industry. Then he crated his haul of eleven canvases for shipment to galleries and museums in 35 cities. Art critics, pleased that Industry was at last recognizing U. S. painters, commended Mr. Wanger's scheme warmly, were considerably cooler toward the paintings.



Three London pub girls form the subject of Raphael Soyer's movie painting. Nearest easel is Mildred Natwick, who does a remarkable piece of acting in the movie.

CONTINUED ON NEXT PAGE



FOUNTAIN OF YOUTH

WHEN the stadiums throb with color and cheers and hushed hymns to Alma Mater—when the old grads return to relive memories and renew their youth—you'll find these lithe, lean Lincoln-Zephyrs streaking through the brown countryside.

Go wherever America's at play and you'll see them flashing in from every point on the compass. That's because these sleek, powerful thoroughbreds—packed with hair-trigger "get-up-and-go"—are youth's dream of what a perfectly poised and appointed fine car should look like, be, and do. And that goes also for every man Jack who dares never to grow old; for this is the car Ponce de Leon would choose—youthful, rugged, able, yacht-smart in all details, with a he-car capacity to go places and do things.

There's a new thrill awaiting you in the Zephyr glider ride! These great cars are built for fairly

gliding over the roughest roads. You relax in unprecedented comfort and luxury, hammocked gently amidships on Lincoln-Zephyr's soft, slow-motion springs and enjoy a ride as thrilling, swift and quiet as a glider's flight—yet safe as your favorite armchair. You'll learn what it means to command the smooth power of 12 eager cylinders, so spirited, yet so nimble and obedient that control is almost effortless.

Created by Lincoln engineers and built to watch-like nicety in the renowned Lincoln precision

plant, these 1941 Lincoln-Zephyrs are different in motor . . . different in basic design . . . different in construction. And they are becoming known everywhere for their astonishing economy.

Sometime soon, why not discover for yourself why we believe the Lincoln-Zephyr offers you more fun per gallon than any other type of car? *Maybe you've been missing something!*

LINCOLN MOTOR CAR DIVISION, FORD MOTOR COMPANY
Builders also of the Lincoln-Continental, Cabriolet and Coupe; the Lincoln-Custom, Sedan and Limousine.

LINCOLN *Zephyr V-12*

If you want a smart brogue
that feels like a moccasin

better see



"It's a heavy-looking brogue, Mister—but look how she flexes!"

Roblee

FLEXIBLES



The new thought in shoes
ROBLEE BRAVY
Brogue is a new
thought in shoes,
super-flexible, also in
duck, B607.

"HAND-FLEXED" for First-Step Comfort

A brogue as flexible as a fly rod. A brogue with heavy-hewed look, yet as kind to your foot as a favorite slipper.

The secret is in the new way we've found to make brawny he-man soles flexible and yielding. This new idea enables a man to have smart, "tweedy" brogue looks in comfort. News, too, this fall is our Roblee® "Featherweight" - the modern man's idea in a flexible light-weight shoe.

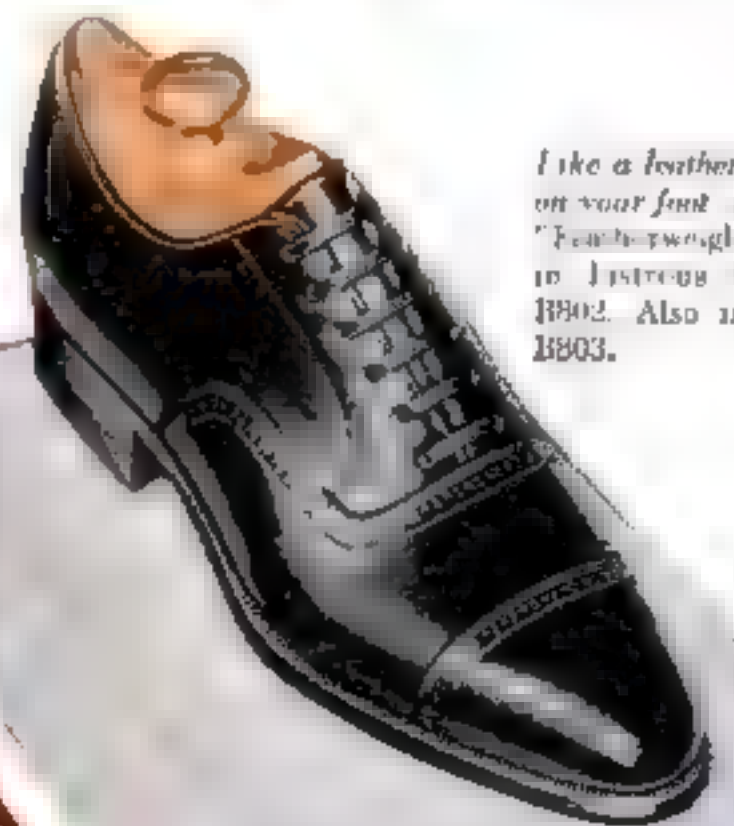
Underneath these "new thoughts" in shoes is what makes Roblee the favorite among men who want "prosperous shoe looks" without penalty of price.

Every thread in Roblee workmanship is honest value. Every square-inch of leather is top quality—plump, mellow.

You can recognize your Roblee retailer by the special Roblee display now showing in his window. United Men's Division, Brown Shoe Company, St. Louis.

*\$5 to
\$6.85*

Some special materials
slightly higher



Like a leather "shadow"
on your feet - ROBLEE
"Featherweight", tailored
in Distressed Duck, B602. Also in tan calf
B603.



A



B



C

A. BRAVY BROGUE BIE-
rther, B615. Deep stain
hand rubbed finish. Full
double super-flexible sole.

B. COLOR HIGHLIGHT FOR
FALL. Flexible Bravvy
Brogue in rich plum-tone
calf, B606.

C. BOOTMAKER FINISH.
Smart Flexible Brogue in
Garden-brown Norwegian
grain B611. Also in Dark
B616.



®Reg. U.S. Pat. Off.

"The Long Voyage Home" (continued)

© 1940 BY WALTER DUNGER



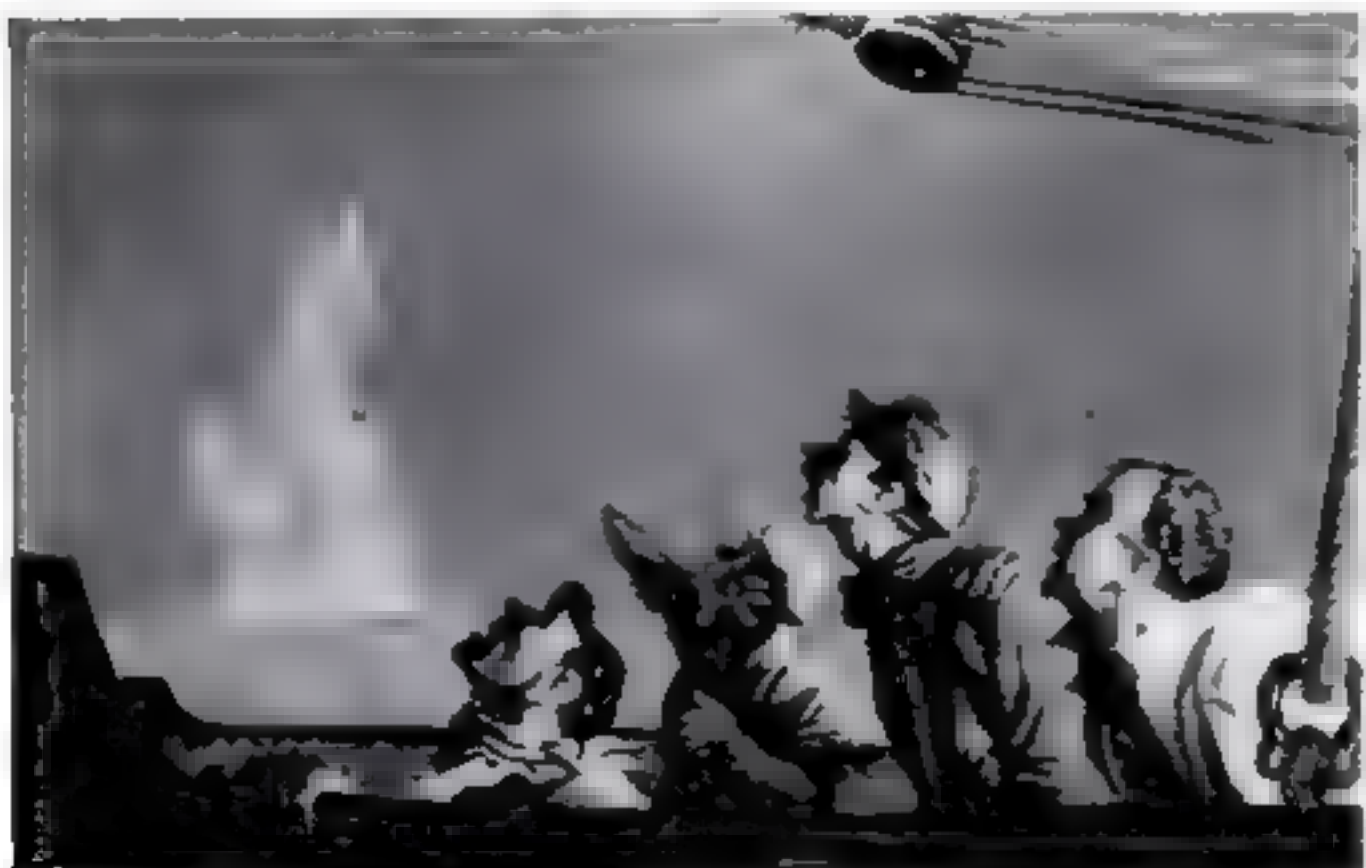
Thomas Benton's painting shows a scene on the bleak London docks, with the crew of the S.S. Glencairn jeering at the captain of a "starvation boat" who needs seamen.



Grant Wood's canvas is a study of the S.S. Glencairn sailors on shore leave gloomily carousing over their beers in a dimly lit saloon on London's foggy waterfront.



James Chaplin's choice for his painting is the death scene of the American sailor Yank, who, crushed in a storm at sea, lies bleeding to death in his narrow bunk.



Georges Schreiber's work is an exciting moment in *The Long Voyage Home*, when the seamen watch terror-stricken while bombers strike at the munition-laden ship.

"She looked 10 years older as she sat down"

1 "She asked me for the softest chair in the room—and, fortunately, knew me well enough to tell me *why*. Like countless others she suffered from constipation, accompanied by *rectal irritation*. Harsh laxatives, she said, always aggravated her condition.

3 "A few days later—I received the biggest box of roses I had ever seen! And written on the card was, 'Just a mere inkling of how grateful I am that you told me about Saraka!' " If you are plagued by common constipation, try Saraka for its gentle, satisfying relief. Get Saraka at your druggist's today.

2 "Knowing about Saraka's pleasant relief for common constipation, I passed the good word along. I explained Saraka's* wonderfully thorough but gentle action—how it provides 'softage,' a moist, jelly-like bulk that does not harm tender tissues.

*Rasorin plus frangula

- | | |
|----------------------|--------------------|
| 1 No griping pains | 4 No harsh action |
| 2 No coarse roughage | 5 Pleasant to take |
| 3 No oiliness | 6 Economical |



© 1940

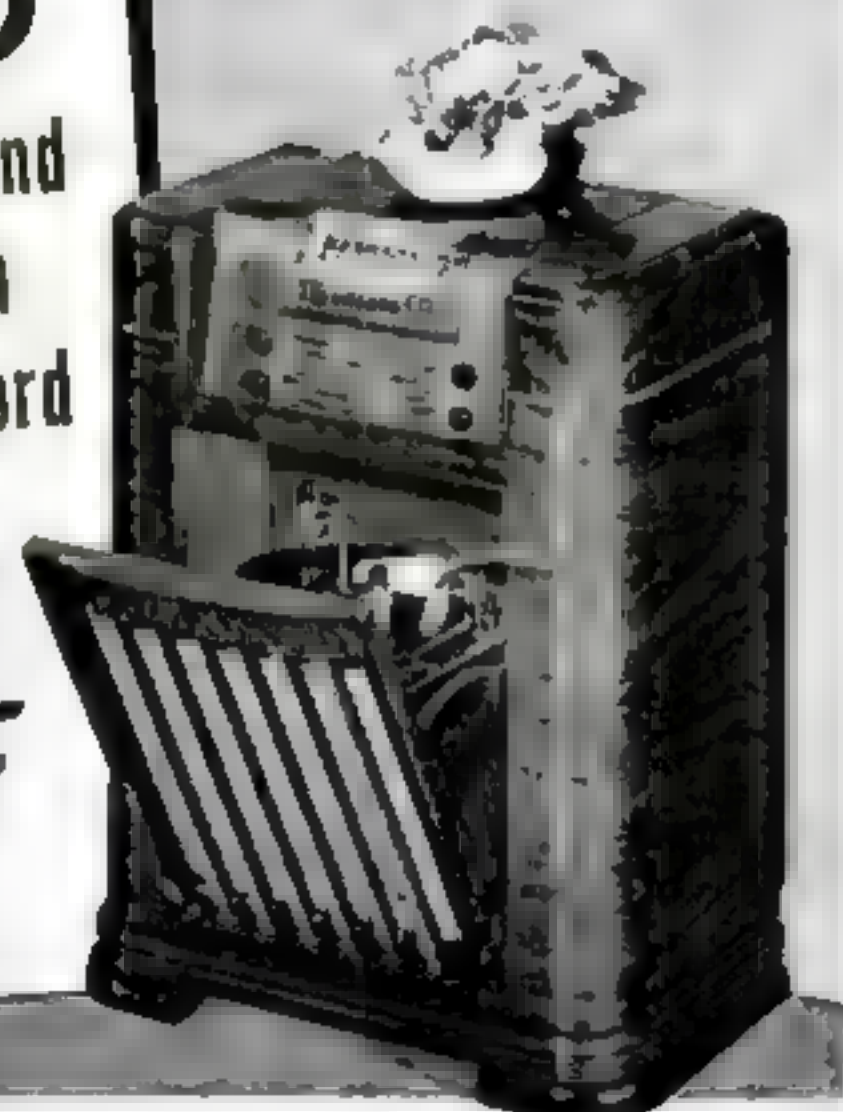
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ART



FLETCHER MARTIN SKETCHES HIS MODEL, 18-YEAR-OLD JUDITH SILBERT, ON THE PORCH OF STUDIO WHERE HE LIVED WITH HIS WIFE ON THE OUTSKIRTS OF HOLLYWOOD

EX-GOB FLETCHER MARTIN GOES FROM HOLLYWOOD TO IOWA TO PAINT AND TEACH

Every Friday night for the past year half a dozen prominent Hollywood citizens, some of whom are shown below, have met at Fletcher Martin's studio to sketch together. They chip in about \$1 apiece for a model, have the added inspiration of working with their friend "Fletch" who stands out today as California's best painter. This month Martin's first one-man Eastern show is at New York's Midtown Galleries.

The five paintings reproduced here reflect some of Martin's turbulent life. At 17 he left his Idaho farm,

rode freight trains, worked in harvest fields and with road gangs, slept in nickel all-night movie houses, developed his art by drawing cartoons to amuse his bunkhouse buddies, finally joined the Navy where he says he played football, boxed, "consistently lost all my pay shooting craps." He took up art seriously after working as a mural painter's assistant.

This winter, forsaking his Friday-night friends, Fletcher Martin will stimulate new art at University of Iowa where he replaces Grant Wood as teacher of art.

FRIDAY NIGHT IN MARTIN'S STUDIO MODEL ANN GUTKIN POSES FOR (L. TO R.) MARTIN, COLUMNIST TED COOK, PHOTOGRAPHER GEORGE MURRELL, CARTOONIST MILT GROSS



Copyrighted



"Home from the Sea," with its weirdly lit ocean washing the figurehead of a wrecked ship, reveals Martin's poetic feeling for the sea, which he says began "when I was a small fry of 17 at the Naval Training Station on Goat Island in San Francisco Bay. I used to go down on the rocky shore and have adventurous dreams."

"July 4th 5th & 6th" is so titled because on those dates the rodeo came to the Indian reservation in Idaho where Martin grew up. "When I saw Sun Valley Rodeo last year," says he, "I decided to put into this picture the excitement I used to feel . . . the grandstand hung with hunting . . . the rodeo clown risking his neck for laughs."





"Celebration" shows the lonely man who gets away from waterfront bars, then is kicked out when his money is gone. Says Martin, "I was a very lonely man, and this painting is an assertion of his personal life."



"Tomorrow and tomorrow" suggests the limp pose of a prostitute leaning against her wall, the bewildered uncertainty these women must often feel.

"TROUBLE IN PRISCO" IS A PORT-HOLE VIEW OF SCRAP BETWEEN STRIKER AND STRIKEBREAKER ON A DOCK. PICTURE IS OWNED BY NEW YORK'S MUSEUM OF MODERN ART



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ERIE COUNTY, OHIO LIES ON LAKE ERIE IN NORTHCENTRAL PORTION OF STATE, MIDWAY BETWEEN CLEVELAND AND TOLEDO. SANDUSKY (ABOVE) IS ITS INDUSTRIAL CENTER

THE PEOPLE'S CHOICE

LIFE SURVEY DISCLOSES WHY PEOPLE VOTED AS THEY DID IN THIS WEEK'S ELECTION

As this issue went to press on the eve of election, LIFE knew no better than anybody else what will be known to everybody when the issue appears: the election results. But it did know some extremely revealing facts about the election which were known only to it and a few of its associates, facts which furnish a new insight into the workings of American democracy. Herewith it presents them in the first report of a trail-blazing investigation sponsored jointly by Columbia University's Office of Radio Research, the research organization of Elmo Roper, LIFE and FORTUNE.

The study is not yet completed. It will be the subject of a further report in LIFE, an article in FORTUNE and a book by Columbia's Dr. Paul Lazarsfeld on the role of radio, press *et al.* in the

formation of public opinion. But the findings are already enough to give every thoughtful American an exciting plenty to think about.

The investigation was a new development of the scientific-sampling poll of public opinion. Its purpose was not to discover *how* people were going to vote on Nov. 3, but *why* they intended to vote as they did. To learn that, a representative cross-section of the citizens of Erie County, Ohio were interviewed in person not just once, but once every month beginning in May. People who changed their minds as the study progressed were carefully questioned about their reasons.

Erie County was chosen for the study because, of all the 3,070 counties in the U. S., it is perhaps most nearly representative of the whole nation. Any

traveler might reach that conclusion for himself by a quick trip through its lush farmlands, quiet towns and busy little industrial city of Sandusky. But Erie County has two special distinctions: 1) never in any Presidential election since 1896 has it failed to vote for the winning candidate; 2) in those ten elections its vote has varied from that of the nation by an average of only 1.3%, and never by more than 4%.

In this survey, be it noted, no attempt was made to forecast the election, either in Erie County or in the nation. Whether or not Erie County preserved its record as an index of the whole country, LIFE and its colleagues would still consider it an excellent place to study a representative group of Americans in the process of making up their minds.

THE PEOPLE'S CHOICE (continued)

ERIE COUNTY

Like the great bulk of America, Erie County, Ohio is overwhelmingly middle class. There are few rich people and few except Negroes are very poor. Most of its citizens are native-born whites.

To try to discover why some of these people would vote Democratic and some Republican in 1940, a squad of Columbia and Roper researchers set to work in Erie County last May. First they analyzed the County make-up according to age, income, religion, residence, political party and other groupings. Then, drawing from each group in proper proportion, they selected a panel of approximately 500 people who according to past tests would represent the thinking of the County's entire adult population within a small margin of error. Each member of the panel was visited by an interviewer once a month throughout the summer and fall. The charts below show the progress of Erie County thinking through the fifth interview, which was completed in early October.

First great discovery to be noted was that 55% of Erie County's voters, as represented by the panel, preserved their voting intentions unchanged throughout the five months, while 45% changed their minds at least once. As a group, those who did not change their minds evidenced more interest in the elections than those who did—indicating that the eagerest followers of campaign news and debate are people looking for arguments to bolster opinions formed during pre-campaign years. But, with full allowance for the indifferent, the size of the percentage who did form opinions during the campaign indicates that Americans as a whole are far more open-minded, less set in partisan prejudices, than many critics think.

Most of the changes of mind followed close on the Presidential nominations. After the Republican Convention, 11% of the mind-changers mentioned Willkie's business ability as their reason for deciding to vote Republican, and 9% said they had decided not to vote Republican because they thought Willkie was pro-Big Business or anti-Labor and anti-common people. After the Democratic Convention, 10% decided not to vote Democratic because Roosevelt was the nominee, and 5% decided they would vote Democratic because he was. Other reasons for mind-changing drew chiefly from the war. Eight percent of mind-changers said they had decided to vote for Roosevelt because of his foreign policy, 5% because they thought a change of Presidents was advisable on account of the war. Two percent, by October, had deserted Willkie because of his foreign policy, and only 0.4% had joined him for it. But 12% had deserted Roosevelt because of his foreign policy.

Most people made up their voting minds early. Of total mind-changes, 22% were made in June, 28% in July, 34% in August, 16% in September-October. As LIFE went to press, nearly all panel members had been questioned in the sixth, pre-election interview. Only 7% had changed their voting intentions since early October.

THIS IS HOW ERIE COUNTY PANEL DIVIDED UP POLITICALLY IN MAY

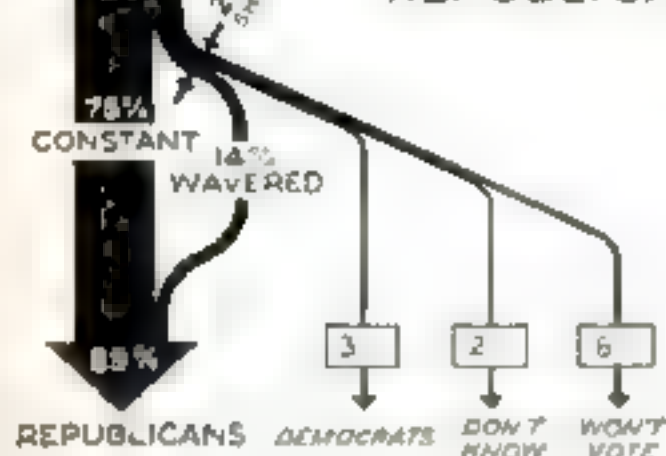
34%
REPUBLICANS

30%
DEMOCRATS

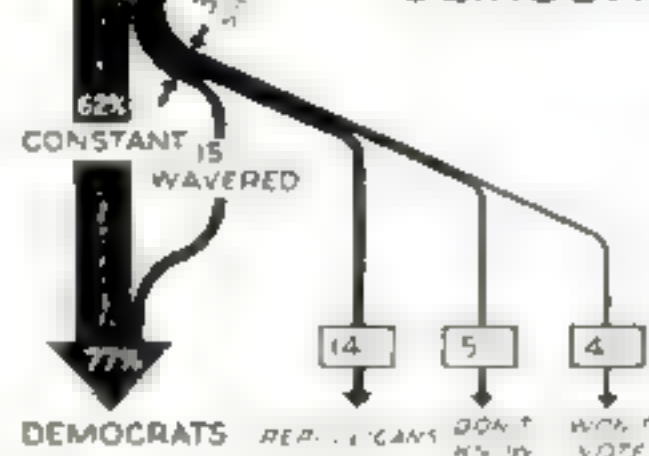
11%
WON'T VOTE

THIS SHOWS HOW MINDS CHANGED AS THE CAMPAIGN PROGRESSED

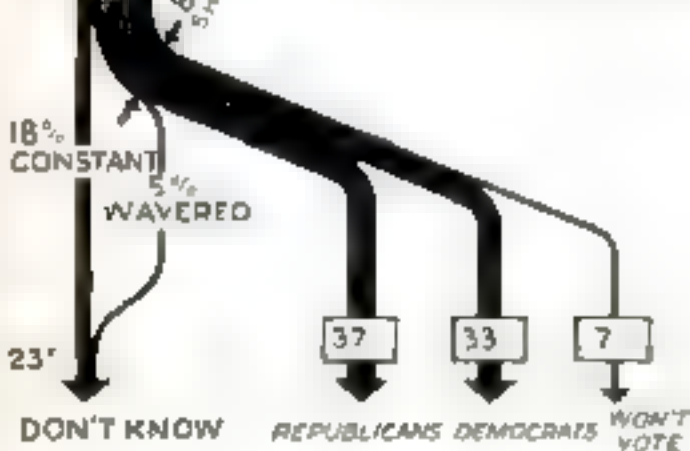
REPUBLICANS WHAT HAPPENED TO REPUBLICANS



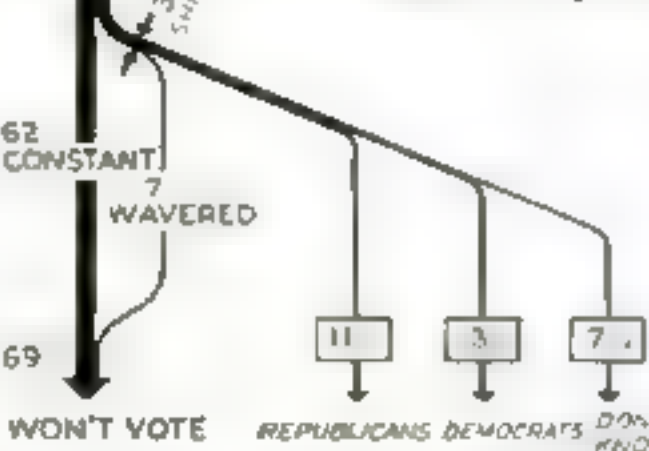
DEMOCRATS WHAT HAPPENED TO DEMOCRATS



DON'T KNOW WHAT HAPPENED TO "DON'T KNOWS"



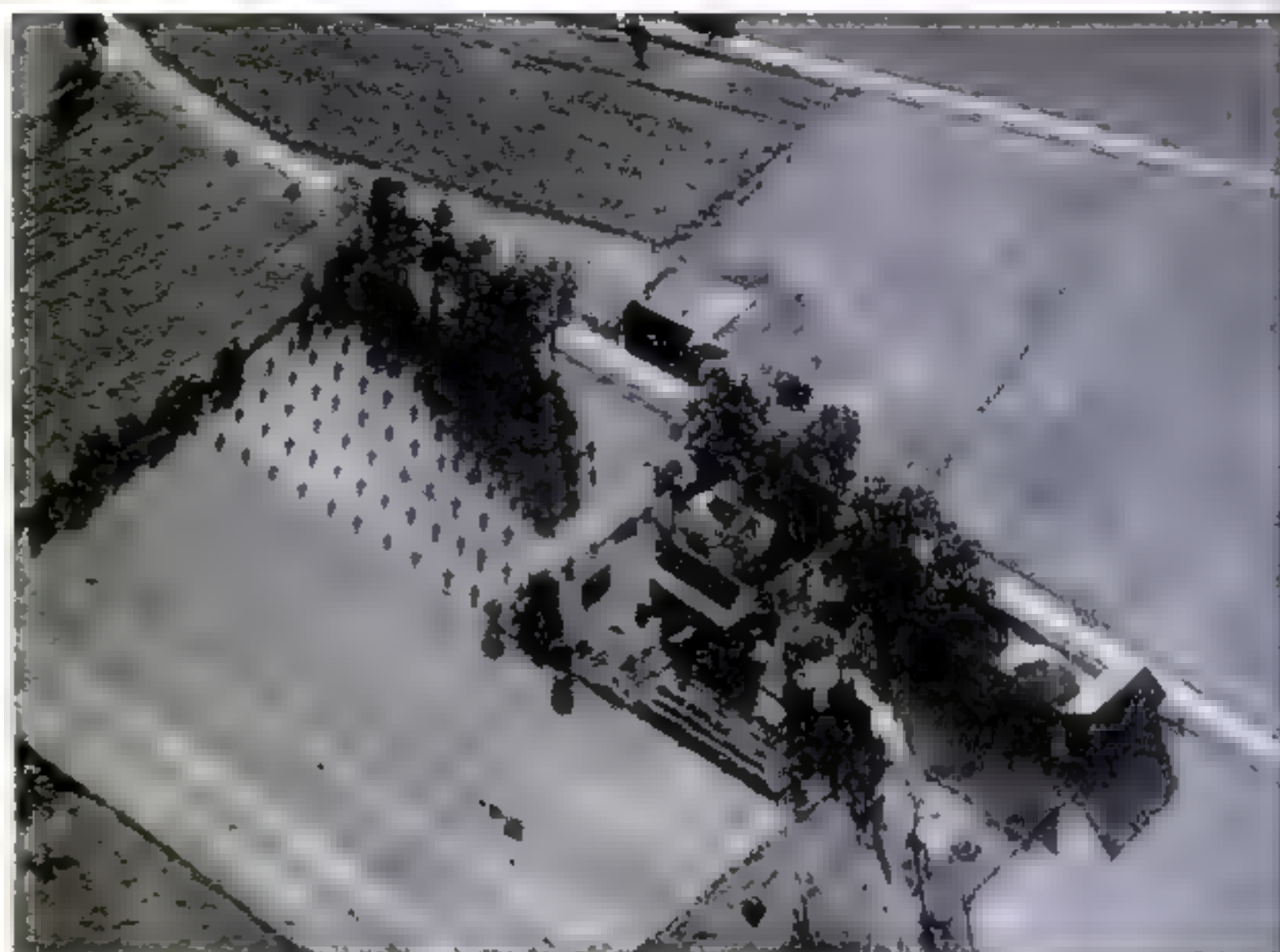
WON'T VOTE WHAT HAPPENED TO "WON'T VOTES"



THIS IS HOW PANEL WAS DIVIDED AS CAMPAIGN ENTERED FINAL MONTH

45%
REPUBLICANS

34%
DEMOCRATS



The land of Erie County is compact of well-kept farms. The limestone soil along Lake Erie grows magnificent peaches, pears and apples, plus grapes which long ago made Sandusky a U. S. wine center. Industry is confined almost wholly to Sandusky, a leading Great Lakes ore and coal port.



Labor relations are peaceful in Erie County. The factories are small and mostly locally owned. Above: in Central Labor Union Hall, the Secretary of the Bricklayers and Masons Union (at left of stove) talks with Bricklayer Werner S. Haslinger, Democratic candidate for the U. S. House.



The Federation of Women's Clubs in Sandusky is largely non-political. Members prefer to spend their time in social activity like this bridge party.



Democratic leaders listen to the radio in the Sloane Hotel. The local Democratic organization is badly split. Republican is well-knit.



The lakefront is one of Erie County's great attractions and resources. Commercial fishing thrives and the summer resort business is growing. Shown above is a real estate development called Vermilion Lagoons, summer homesite of many well-to-do folk from Cleveland and other Ohio cities.



The Sandusky Sailing Club has 250 members, mostly young and less well-to-do than members of the swankier Yacht Club. They own some 80 boats, most of them 18-footers. A favorite contest is the annual Champagne Race, in which every entrant gets a bottle of Sandusky-made Heurich champagne.



The Sandusky "Register," Republican, claims to have been the first paper to suggest Lincoln for President. Owner John D. Mack (standing at right), an ardent Republican, also owns the non-racially Democratic Sandusky *Star-Journal*. More politically aggressive papers are the Democratic *News*



Biggest political event of the 1940 campaign for Erie County was Wendell Wilkie's rear-platform visit to Sandusky on Oct. 2. A big crowd turned out to hear him. Observed the *Register*: "Mr. Wilkie is a dynamic personality, a well-liked speaker, and that impressed many of his hearers yesterday."



Barbershop is favorite Saturday forum for political discussion in village of Birmingham. Barber Marcena Jewell is Republican. Client in the chair, Farmer Frank Welford, is Democrat.



The Sandusky Yacht Club is the County's swankiest social organization. Its 250 members own 125 boats, stage a big regatta every year in July. They also like to play slot machines in club taproom.



Moose and their wives play Saturday night poker in appropriately-murdered clubroom. Sandusky also has Eaks, Old Fellows, Hybernians, Veiled Prophets, Stamp Club, Townsend Club and many others.

DEMOCRATS

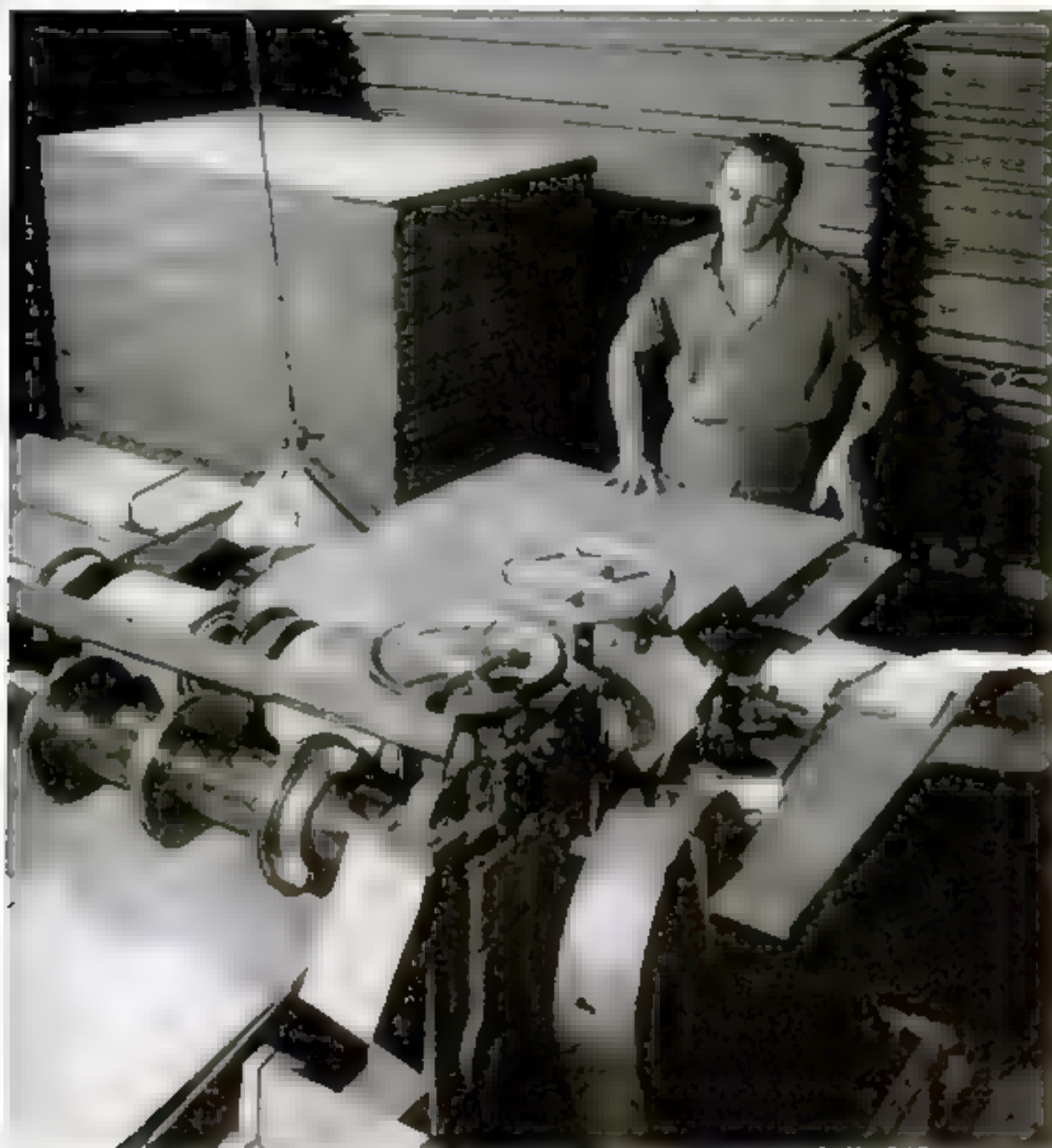
YOUNG, URBAN AND POORER FOLKS LEANED THUS

In early October 34% of Erie County's citizens, as represented by the panel, had decided to vote for Franklin D. Roosevelt. Here are eight of them.

The survey revealed that the strongest determinants of voters' intentions were the income, age, religious and residence groups to which they belonged. Those who were in poor to middling economic circumstances, those who were young, those who were Catholic, those who lived

in the city—all of these tended to vote Democratic.

Statistical evidence of the influence of these basic social factors is presented in the table at right. It reveals perhaps the most striking discovery of the survey, that undecided voters who "make up their minds" tend to do so according to these primary characteristics. People who had decided to vote Republican or Democratic at the time of the first pre-con-



John Ohlemacher runs a slitting and scoring machine in the Hinde & Dauch paper box factory. Catholic and aged 20, he remained steadily Democratic from May to October though he disliked method of the destroyer deal. He credits the N. R. A. for creating his first job.



Louis Rau, 30-year-old farmer, is also a May-October Democrat. "Things are going fine," he says. "Why change? Roosevelt did what he was supposed to do—helped the poor people and the farmers. He's the only one who ever did." Mr. Rau reads little political news.



James Ballah, 41 and of Irish descent, is foreman in auto parts plant. His twins like to play with union buttons (A. F. of L. Auto Workers) on his cap. He stayed Democratic throughout because "F. D. R. is for the laboring class" and "Willkie is for the moneyed people."



Ben Fawcett, young factory office worker, is one of the impressively large percentage (nearly half) of Erie County citizens who changed their minds during the study. Undecided at first, he plumped Democratic when Roosevelt was renominated. Man at the left is interviewer.

vention interview in May are designated as "original." Those who were undecided in May but had made up their minds by August are called "converted." The figures tell what percentages of each of the four groups fell into the classifications listed at the top of the table. Thus it will be seen that while 27% of the Original Republicans were "prosperous" (upper and upper-middle income), only 6% of Original Democrats en-

joyed this status. And while 73% of Original Republicans were "poor" (lower-middle and poor income), 94% of Original Democrats fitted here economically. Notice most particularly the amazing consistency of "original" and "converted" members of each Party.

In studying the table it should be borne in mind that this survey delineates not one "average voter" — for there is no such—but a composite of all voters.

	Old	Young	Prosperous	Poor	Protestant	Catholic	Urban	Rural
ORIGINAL REPUBLICANS	7%	2%	29%	71%	30%	10%	47%	53%
CONVERTED REPUBLICANS	8%	2%	53%	47%	38%	22%	42%	58%
ORIGINAL DEMOCRATS	5%	2%	20%	80%	66%	34%	44%	56%
CONVERTED DEMOCRATS	5%	2%	43%	57%	68%	32%	74%	26%



Mrs. Marguerite Ostheimer, 22 and Catholic, never wavered in her loyalty to Roosevelt. "He has helped the poor people and the farmers," she says. Her husband divides his time between their 68-acre farm and job in a box factory. She rarely has time for a newspaper.



George F. Isman, 35, has been a printer for 30 years and a Democrat for 32 years. Once he was president of his union local. He considers Franklin D. Roosevelt "our greatest President," says he "wouldn't go across the street to listen to Willkie. He's a Wall Street man."



Mrs. Louise Brandstrup, whose husband is superintendent of city greenhouses, changed from Democratic to "don't know," back to Democratic. Survey showed that people who changed in one interview were four times as likely to change again as original non-changers.



Mrs. Peter Peterson, wife of a retired railroad watchman, changed from Republican to "don't know" to Democratic. A bandwagon effect uncovered by the survey showed that undecided voters who think one candidate is going to win tend to decide to vote for that candidate.

REPUBLICANS

OLD, RURAL AND WELL-TO-DO FOLK LEANED THUS

Here are eight individuals of the 45% of Erie Countians, as represented by the panel, who by October had decided to vote for Wendell Willkie. As indicated in the discussion of Democrats in the preceding pages, the people of Erie County who were prosperous, who were old, who were Protestant or who lived in the country inclined toward Republicanism. But before you conclude that America is hopelessly factionalized and is all set for a class war, study the table at right.

To check on survey findings, Dr. Lazarsfeld gave each person in the panel a

score, which was arrived at as follows. If in the upper income level he was given plus 2, if in the middle 0, if in the lower level minus 2. If he was old, plus 1; if young, minus 1. If Protestant, plus 2; if Catholic, minus 2. If rural, plus 1; if urban, minus 1. The scores were then compared with the announced intentions of panel members.

The results of the survey show that people who belong to all four groups at either extreme tend to vote overwhelmingly Republican (plus) or Democratic (minus), with practically none on the



Fred J. Engleby is Protestant, over 45, and the well-to-do owner of a 5¢-to-\$1 store in Sandusky. Except for living in town, he thus fits all of the classifications which were

revealed as tending to dispose voters toward the Republican ticket. As might have been expected, Mr. Engleby was Republican in May and in October. But in between he wavered,

even deciding in June to vote Democratic. He was the only one of many to demonstrate that U. S. political thinking is not wholly frozen in social and partisan molds.



L. D. Vanhenschooten Jr. (left) is a Republican like his father (right), a well-to-do manufacturer of fruit baskets and crates whose factory is only one in Berlin Heights.



Walter Hahn, a 42-year-old farmer and real estate man, explained his unchanging Republicanism by declaring: "We need a businessman to straighten out the affairs of the country."



Mrs. Margaret Blanden, college-bred wife of a farmer & machinery salesman, was May-October Republican. Said she "I don't like way Roosevelt spends money."

fence. Thus, note that in the plus 6 faction there are twelve Republicans, only two Democrats and two on the fence, while in the minus 6 faction there are eight Democrats, no Republicans at all and only one on the fence

But notice how few there are who belong to all four of either set of social groups. In most people, these factors are mixed in scores of different combinations: poor young farmers, rich old Catholics, Protestant cityfolk, etc., etc. And note that as the scores go toward the center and these influences come into closer and

closer balance, the great middle group tends to divide its votes more and more evenly, with many more people undecided or indifferent. At Dead Center, observe that there are 48 Republicans, 58 Democrats and 31 undecided or indifferent. In the middle, many influences may take effect. The voter may even make a disinterested decision on the issues of the campaign. It is by this mixture of group interests that America is preserved from the hard & fast class divisions that characterized the Old World. The great middle class is the hope and faith of democracy.

SCORE	Republicans	Democrats	Don't Know & Won't Vote
+6	12	2	2
+4	57	15	10
+2	73	37	28
0	43	58	31
-2	20	27	25
-4	8	23	8
-6	6	6	1



Walter Hartman, though a farmer and over 45, was undecided until August. Then, as his age and rural residence indicated, he plumped for Willkie. But the specific reason

which he said influenced him most was a belief that Roosevelt was heading the country toward war. On this subject he was impressed by an editorial in the *Erie County Re-*

porter, an attack on war hysteria by Kathleen Norris in the *Cleveland Plain Dealer*. Mrs. Hartman, who writes for the papers, is the author of the letter on page 4 of this issue.



Mrs. Ada Cooper, whose husband is on WPA, is a Republican. Her reason: scarcity of work for poor people under Roosevelt. She thought Willkie would make jobs.



E. A. Mordoff, 87, is a retired watch-maker and gunsmith. Uncertain of his vote from May to October, he finally made up his mind to vote for Willkie. New Deal debt bothered him most.



Hilda Reark was bookkeeper and Democrat in May, Republican and diner-manager in October. In between lay period of political uncertainty, finally ended by Third Term fears.

THE PEOPLE'S CHOICE (continued)

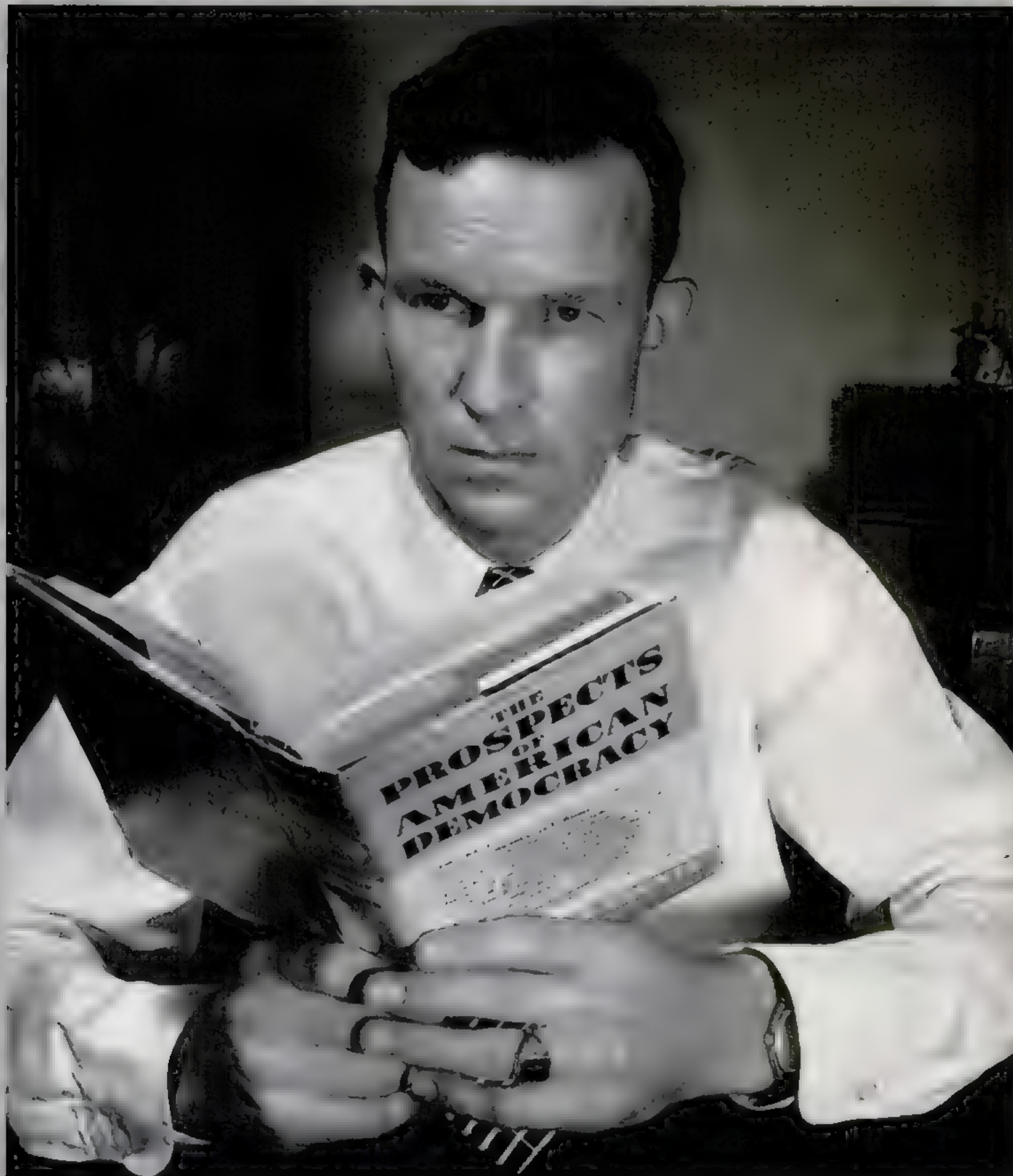
WON'T VOTE

There were 12% of the Erie County panel who in early October did not intend to vote. Most of them were women, mostly in the lower income level. As a group their chief characteristic was lack of interest in the elections. The Erie County housewife shown below, for example, frankly declares that she takes no interest in politics and knows no other women who do. She reads the newspapers, but skips the news of politics and foreign affairs. Serial dramas are her favorite radio fare. She does not listen to political speeches. She voted in 1936 at the urging of her brother, but does not remember whom she voted for.



DON'T KNOW

Lack of interest in the elections was also the principal group characteristic of the 9% of Erie Countians in the panel who by October intended to vote but had not yet decided how. Among them, however, were some extremely interested and conscientious citizens with minds still torn and teetering between conflicting campaign arguments. One of these was Charles H. Flanders, *below*, a Huron schoolteacher. For months, in an effort to make up his mind, he has been reading, listening to speeches, talking, setting down his thoughts on paper. In a future report LIFE hopes to tell what and why Mr. Flanders finally decided.





SPORTS

TOM HARMON OF MICHIGAN IS THE SEASON'S BEST FOOTBALL PLAYER

No. 98 is the most famous football number of the year. It belongs to Michigan's great halfback, 21-year-old 195-lb. Tom Harmon. Every Saturday, while thousands of Michigan alumni and fans scream with excitement, No. 98 runs for touchdowns. His pile-driving legs grind his way through the line. His swivel hips spin him away from tacklers. His speed leaves opponents far behind. By mid-season Harmon fans were so excited they were disappointed if he did not make 70 yd. every time he carried the ball.

On Oct. 26 Michigan played powerful Pennsylvania at Ann Arbor. The remarkable magic-eye pictures (below) show what happened. While Michigan's fast-charging line bottled Penn's attack and limited Penn's star halfback, Frank Reagan, to a mere 10 yd., Harmon gained 142 yd., raced for one touchdown, threw a forward pass for another, kicked two goals after touchdowns. Michigan won 14-0.

From the time he entered Horace Mann High School in Gary, Ind., Harmon has been a football hero. As a Michigan junior, he made the national All-America. This year he is leading ground gainer in the country, 580 yd. rushing, 253 yd. passing. He is sure to repeat as All-America and, if he is not stopped by Minnesota this Saturday, will probably win the Heisman trophy given to year's greatest player.

Harmon holds a scholarship, works hard to maintain his good B average. He helps pay his way through college by distributing gum samples, selling shoes and books, running copy for a printer. In his spare time Harmon collects swing records, goes around with pretty Margot Thoms (left). He runs a sports show over a local radio station on Saturday mornings. Although he gets no pay for this show, he hopes to become a sports announcer after he graduates next June.

TOM'S GIRL IS PRETTY MARGOT THOMS, A MICHIGAN SENIOR. SHE HELPS HIM ANSWER FAN MAIL



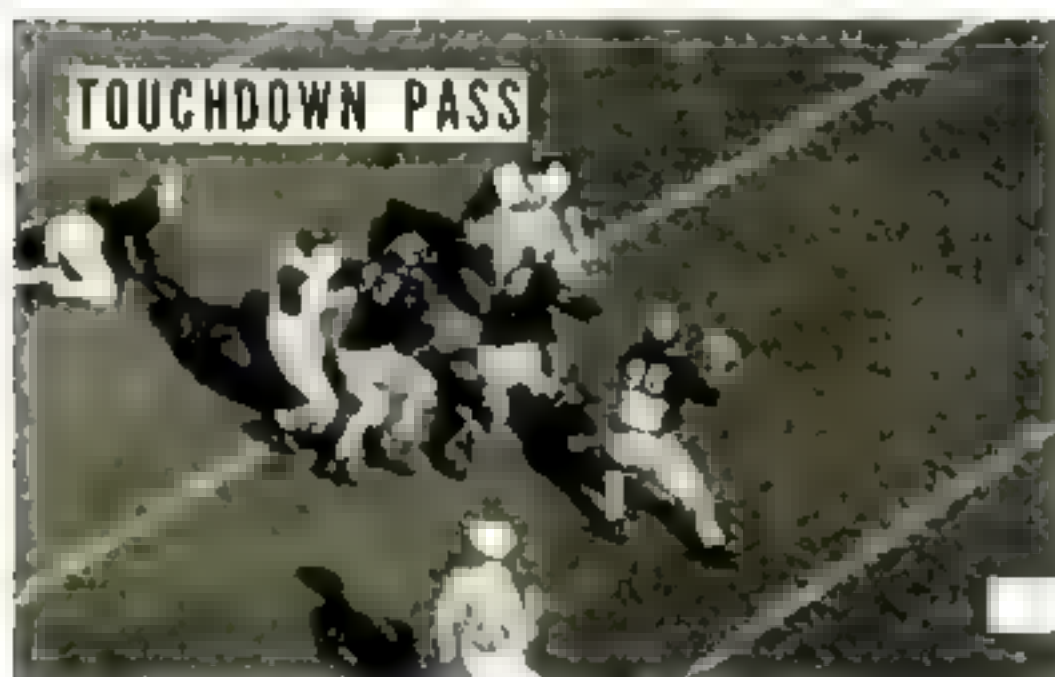
HARMON, NO. 98, STARTS AROUND RIGHT END WITH BALL



PENN'S REAGAN, NO. 25, COMES IN FAST TO TACKLE HIM



REAGAN ATTEMPTS TO TACKLE HIGH AROUND BODY



SHIRT HALF TORN OFF, HARMON RAISES ARM TO PASS



MICHIGAN LINE PROTECTS HIM AS HE THROWS PASS



ED FRUTIG, NO. 87, MICHIGAN END, RACES FOR BALL



HARMON FAKES PASS, BUT STARTS ANOTHER END RUN



HE TURNS SHARPLY TO AVOID A PENN TACKLER



HE THEN CUTS TOWARD LINE, PICKING UP SPEED



PENN LINEMAN SPILL & HARMON AFTER GAIN. TOM'S SPEED, CHANGE OF PACE MAKE HIM HARD TO TACKLE. BEST WAY IS TO TACKLE HIM AROUND BODY, FALL ON HIM



HARMON SHAKES HIM LOOSE WITH TWIST OF SHOULDERS



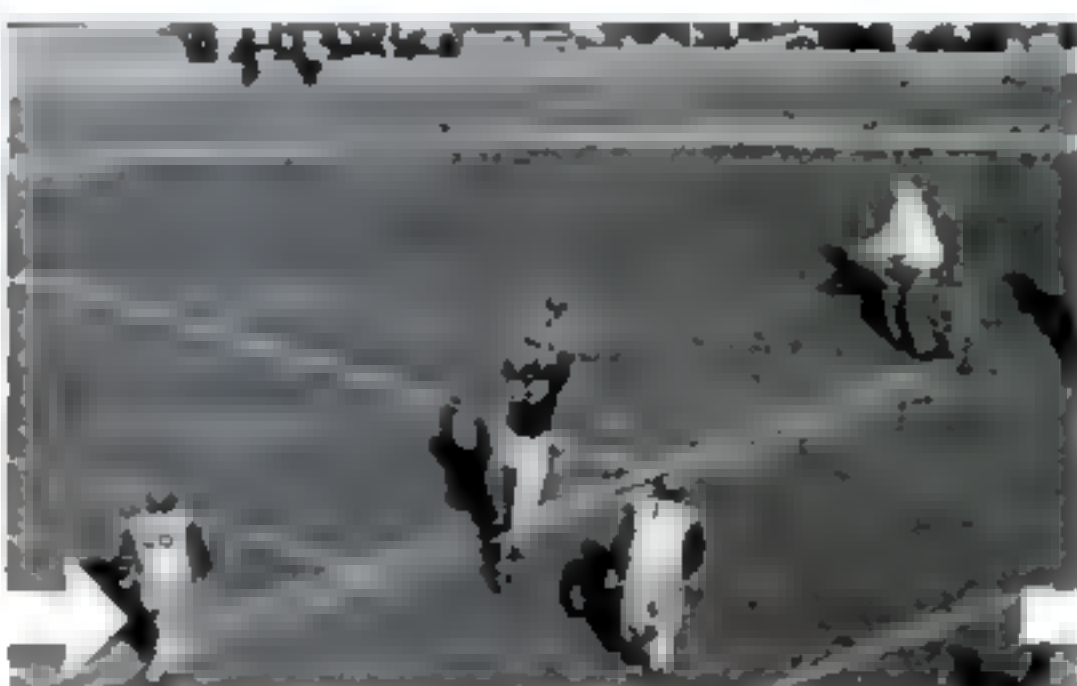
STILL CARRYING KNEES HIGH, HE CROSSES GOAL LINE



OFFICIAL RAISES ARMS TO SHOW GOAL HAS BEEN MADE



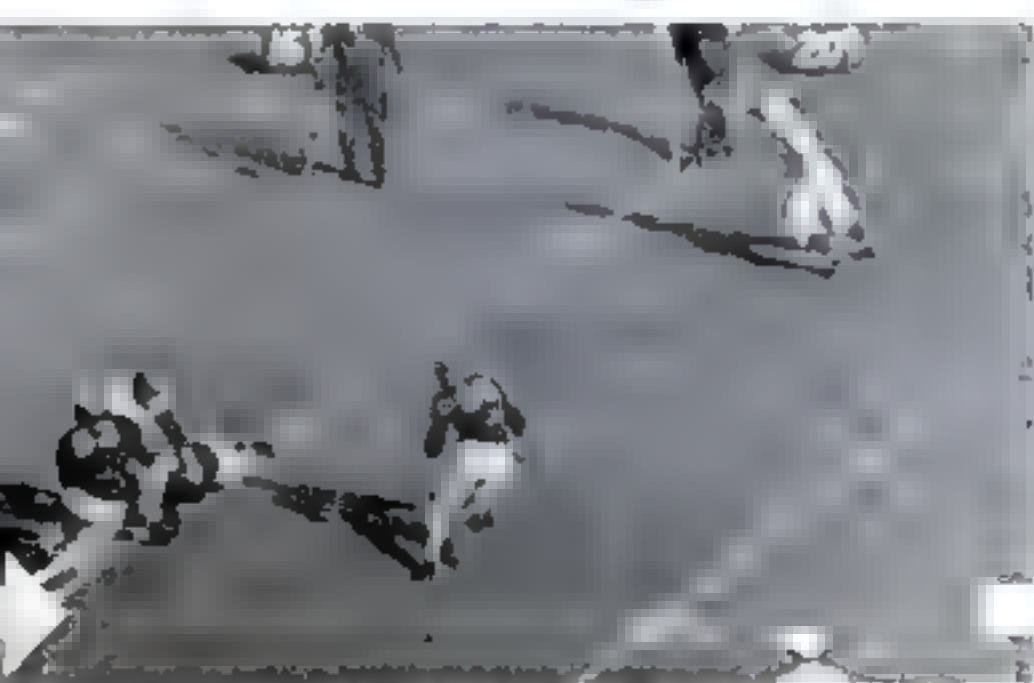
AT GOAL LINE, FRUTIG REACHES HIGH FOR PASS



WELL AHEAD OF PENN TACKLERS HE MAKES FINAL GRAB



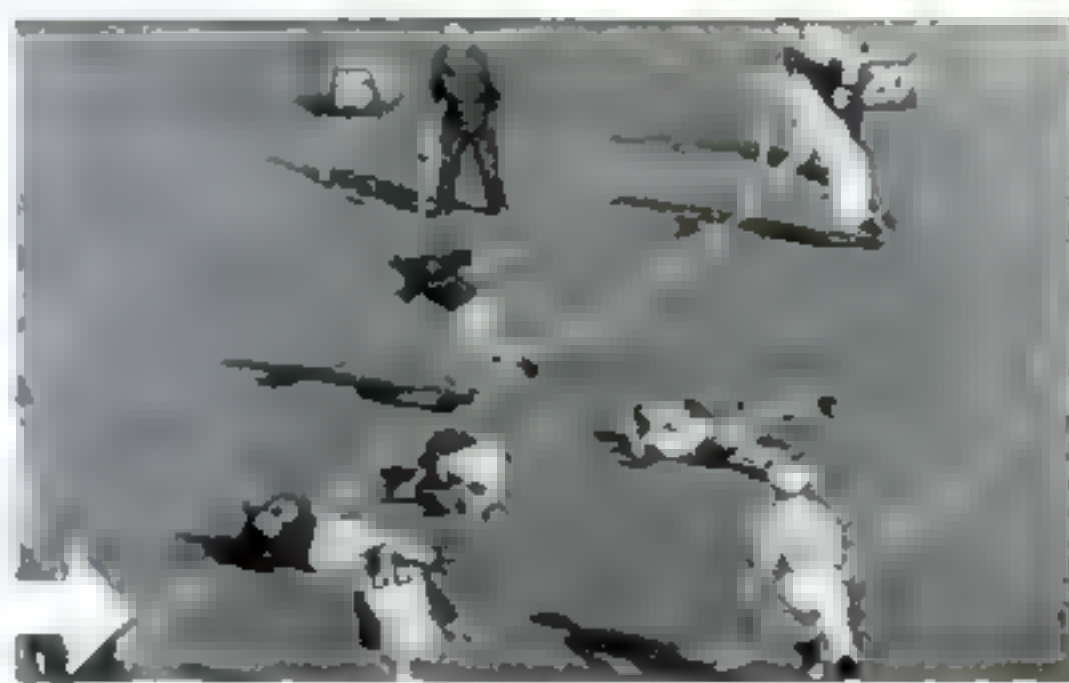
CLUTCHING BALL FIRMLY, FRUTIG SCORES STANDING



HARMON'S INTERFERENCE TRIES TO BLOCK PENN TACKLER



TACKLER BREAKS THROUGH BUT HARMON BOWLS HIM OVER



IN THE CLEAR, HARMON DRIVES ON FOR LONG GAIN

CLOSE-UP



THE BEYOND WEEKEND IN A COUNTRY COTTAGE



SURROUNDED BY MUNITIONS WORKERS, OVER WHOSE CONDITIONS OF WORK HE HAS AN ABSOLUTE POWER, ERNEST BEVIN GIVES THUMBS UP TO BRITAIN'S WAR EFFORTS

ERNIE BEVIN

BRITAIN'S LABOR BOSS

"GIVES 'ITLER 'ELL"

by ALLAN A. MICHIE

One morning last May, a few days after the Churchill-Labor coalition took over the British Government, the new Minister of Labor and National Service, Ernest Bevin, went to pay a call on the Chancellor of the Exchequer, Sir Kingsley Wood. As his unmistakable barrel-chested, bearlike figure lumbered across Whitehall, one of the two commissionaires who guard the Treasury doors nudged the other.

"Ere comes Ernie," he said fondly. "I'll wager that in two minutes he gets another bloody ten million pounds out of Sir Kingsley."

A personal call by one member of the Cabinet on another simply wasn't done in the old red-tape days of office memos and official requisitions. But the spectacle of Bevin barging into the office of the Chancellor of the Exchequer was more than an indication that a new government had taken over Britain's war effort at a critical moment. It symbolized perfectly the beginning of what may well be a new era in British history.

When it became plain last spring that Chamberlain and associates were complacently determined to fight the first World War all over again, a democratic people rebelled. They did not stop with installing new ministers. They went to work on the country's social structure. What they have done may presage a social revolution.

Surface signs of the forces at work in England today are misleadingly obvious. Many corre-

spondents, for example, have seen deep significance in the willingness of Eton boys to spend their summer holidays working in factories or of viscountesses to share air-raid shelter with scrubwomen. While to the hugely conservative English such breaches of convention seem remarkable, they are proofs less of purposeful reorganization than of the fact that the instinct of self-preservation is stronger than the desire to preserve social distinctions. More important symptoms are that in assuming dictatorial control over property, production and labor, the Government has delegated much of its unprecedented power not to the aristocrats who used to govern England but to representatives of the working classes, like Bevin, Lord Privy Seal Attlee and Minister of Home Security Morrison.

England's workers are now squarely burdened with the job of winning the war to save their own skins. As England's No. 1 Laborite and dictator in charge of every laborer in the land, Bevin's job at the moment is to see that they do so. Later on, however, Bevin proposes to see that they are properly rewarded by a new place in the British scheme of things which World War I and, later, Ramsay MacDonald failed to get them. If, as now seems very likely, post-war England sees eye to eye with him on this, the social revolution may well become a fact with Bevin as its porky, peaceful Danton.

Bevin made his aims clear when he took office.



Walter Brennan, featured with Doris Davenport in Samuel Goldwyn's "The Westerner", is . . .



. . . pictured here with Oliver L. Parks, President of Parks Air College, East St. Louis, Illinois. Parks Air College is a leader in . . .



. . . training pilots for the U. S. Army under the Government Expansion Program. All the planes used in this work are Sinclair lubricated for safety and economy. Why not . . .



. . . be as particular about your car? Have it lubricated with the same quality Sinclair products at your nearby Sinclair Dealer. He also offers you a special Sinclair-ize for Winter Service to make your car safer for winter driving. Ask him about it.



Bevin's weekends are not spent at fine country places to which Tory ministers retire. He and wife visit the plain cottage of Mrs. Alfred Short (left), widow of Labor M. P.

ERNIE BEVIN (continued)

"When this war is over," he said emphatically, "the task of rebuilding the world has to be done by the working class. We are taking none of the promises . . . the plausible stuff of the last war. In the past it was a matter of settling frontiers, sorting our minorities, the balance of power. *This time it must be the economic reconstruction of the whole foundation of society.*"

In 1920, when British workers were struggling to make meager wages meet the inflated cost of living, a Government inquiry was set up to decide on the claims of London dock workers for \$4 a day and a 44-hour week. A self-taught trade unionist, whose formal schooling stopped when he was 11 years old, Bevin argued the dockers' case against Sir Lynden Macassey, a superlatively smooth K. C. (King's Counselor). Having won the case for his dockers, Bevin was given the newspaper nickname of "the docker's K. C." To this, he objected strongly, saying: "I'm not the docker's K. C., I'm Ernest Bevin, P. C.—Counsel for the Proletariat."

He blusters his way through bottlenecks

"P. C.," for Ernie Bevin, has been a title of trust. The workers of England loyally followed him into the General Strike of 1926. Even the disastrous failure of that effort did not destroy their faith in him. When it became necessary last May to make good the terrific matériel losses suffered in Flanders, Labor's loyalty to Bevin made him the keystone of England's war effort. Bevin has not let the British people down. In the five months since France fell, he has wangled, bullied and blustered his way through official red tape and industrial bottlenecks so ably that today industrial production has reached 99% of capacity.

Knowing that British defeat would mean slavery and believing that with Bevin in power a British victory might mean a new order of things, England's workers, whose Trades Union Congress has always been the strongest anti-dictator political force in England, were aided in rising to their grim occasion by the assurance that they had a greater stake in the war than any other class. Nonetheless, the responsibility of supplying labor to re-equip the British Army and ready the Isles against invasion in an incredibly short space of time was a terrible ordeal for Bevin. In the first place, the strain of the job was enormous. In the second, his job took the form of scrapping in a few weeks many of the objectives which it had been his life work to gain. Having battled for a 40-hour week, Bevin had now to ask workers to carry on at their machines seven days a week. Having built up a tight trade union, he had to open unionized shops to unskilled, non-union labor. Finally he had to bar strikes, the final weapon of all unions and forbid workers to leave their jobs for others. Having asked these sacrifices of Labor, Bevin was pleased to tell employers that there was to be no wage cutting for the duration and to demand increased wages and pensions, home allowances for trainees' families and numerous other benefits for workers.

Today Bevin's mailbag bulges not with grumbles from Labor but with letters complaining of the high wages being paid skilled factory workers. The Minister chuckles them in the wastebasket, saying that there are a lot of people earning big money who deserve it less than factory hands. Bevin's awesome power as Labor Minister includes

CONTINUED ON PAGE 111

What America Ordered

THOSE who make things in this country of ours have only one boss—and that is the American people.

If you keep a keen ear out for that boss's orders...if you know his—and her—likes and dislikes...if you give him—and her—what they want—when they want it...you succeed.

If you don't, you fail.

Dodge began taking orders from the people of the United States in 1914.

In those days, we were buying only half a million new automobiles per year, instead of the three or four million we buy today. Roads weren't what they are now. Cars might arrive at their destinations—and they might not. They cost a lot to buy—and to run.

Anybody who listened hard to the American people from 1914 on, as Dodge did, might have heard something like this.

ABOVE ALL—GIVE US SAFETY!

"Take the uncertainty out of our motoring. Make us sure to get home." And Dodge responded with one word—which has been the cornerstone of the Dodge business from the beginning—*Dependability*.

"Give us and our children the maximum of safety," said the American public. Dodge answered by pioneering with the safety all-

steel body and equal-pressure hydraulic brakes.

"Save us money. Give us more miles per dollar," said the public. Dodge met that demand with an engine that has become world-famous for its remarkable mileage per gallon of gasoline, and which through the years has been steadily improved in power and economical performance.

Later, this greatest of all bosses asked for the *elimination of tiring vibration*, and got it from Dodge with Floating Power Engine Mountings, magnificent slow-motion Amola Steel Springs, and a total vibration-less construction.

Now, the American public has asked for the practical elimination of gearshifting under all normal driving conditions. And Dodge has responded—as it has always responded to the public's wishes—by becoming the lowest-priced car with that modern miracle—Fluid Drive*.

GEARSHIFTING TAKES A HOLIDAY!

With Dodge Fluid Drive* (optional, at slight extra cost) there is nothing new to learn—but it lets you start right off in high without buck or jerk...it lets you drive for hours under ordinary conditions—even in slow, heavy traffic without shifting gears...and when you want an extra surge of power, a flick of your finger in "second" sends you off like the wind!

Since 1914, Dodge has been building cars as the American people ordered them. 26 other automobiles were born in the same year with Dodge, but of them today only Dodge remains, with a production record of close to five million fine vehicles. Dodge engineering, Dodge craftsmanship, are the reasons why there are more Dodge cars on the road today than any car in the Dodge field.

WRITE YOUR OWN TICKET!

Make a list of the things you want in your 1941 car—things you always hoped for and never expected to get, for just a few dollars more than the lowest-priced cars.

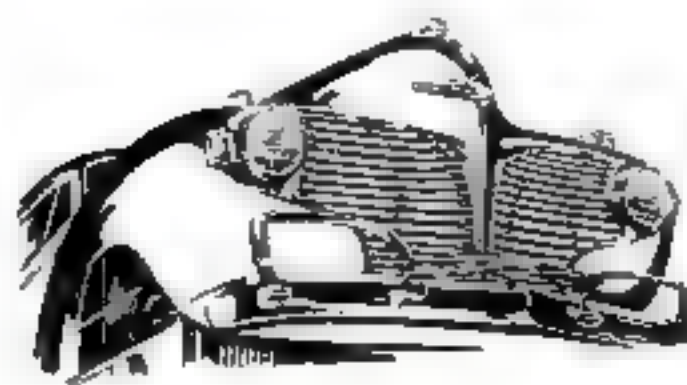
Include low first cost and low running cost. Include luxurious bigness and superb beauty. Include silent, surging power—life! Include comfort, even after the longest of day's runs. Include, of course, the utmost in dependability, which means super-strong construction planned for harder service than you will ever give your car. Finally, include the velvet smoothness of Fluid Drive*.

Then take your list with you and check it off, point by point, when you see, ride in, and drive the 1941 Dodge Luxury Liner.

See for yourself what Dodge has accomplished by taking all its orders from the greatest boss in the world—the American people!

Tune in on Major Bowes, Columbia Network, Every Thursday, 9 to 10 P. M., Eastern Standard Time.

DODGE DIVISION OF CHRYSLER CORPORATION



1941 **DODGE** *Luxury Liner*

*Fluid Drive optional at slight extra cost

"I'd like to keep that broadcast!"



You can—if it's a Wilcox-Gay
RECORDIO

The world's finest entertainment is "at your fingertips" by radio. Now, Wilcox-Gay Recordio enables you to make records of these programs for future enjoyment. Add to these, home-recordings of your friends and family and you have a "talking" album of events. To make recordings with Recordio . . . just press a button! You'll enjoy Recordio, the modern radio-phonograph-recorder combination. See it perform at your nearest dealer.

WILCOX-GAY CORP.
CHARLOTTE, MICHIGAN

"Information Please"

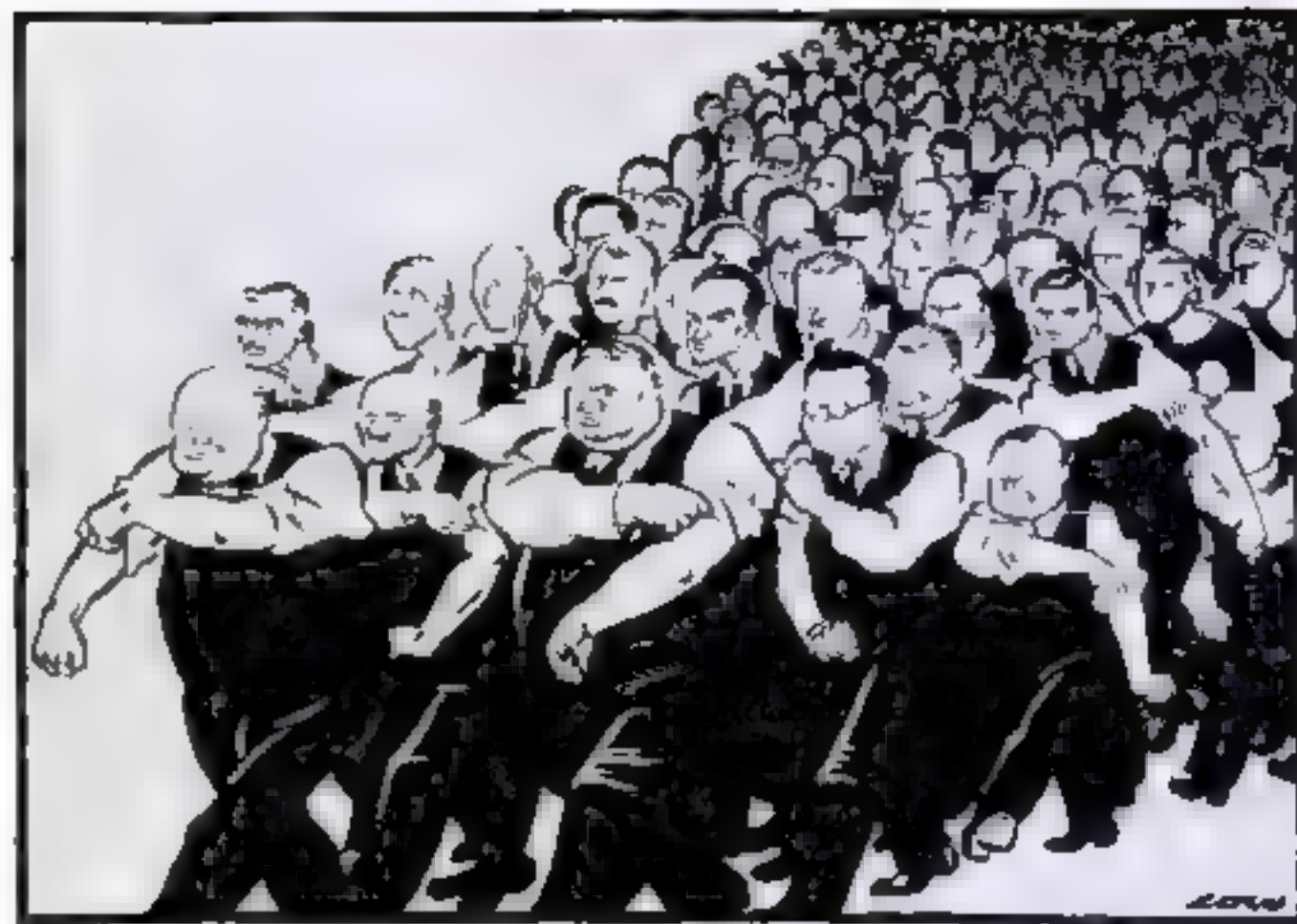
Will not be broadcast next Tuesday night, November 12th.
Instead, starting next Friday—November 15th—
"Information Please" will be broadcast

every Friday Night at 8:30

Eastern Standard Time on the

NBC Red Network

under the sponsorship of



ALL BEHIND YOU, WINSTON

Behind Churchill, as seen by Low, is all England. Up in front, next to Winston, are (left to right) Labor's Attlee, Bevin, Morrison. Bulky Bevin looms largest of them all

ERNIE BEVIN (continued)

the right to walk into any of the conservative clubs off Trafalgar Square and ask the occupant of any armchair: "Just what are you doing to win the war?" If the answer was not satisfactory, he could say: "Report to your local unemployment exchange tomorrow at 7 o'clock for a pick-and-shovel job on the Hyde Park trenches."

It would be by no means out of keeping with Ernie Bevin's character to do precisely this. Forty years ago he ran for the city council in Bristol, campaigning by night and delivering ginger beer by day. One day, while driving his ginger-beer cart, Bevin came upon his opponent making a sensationally uncomplimentary speech. Bevin climbed down from his cart, knocked the orator down and threw him in the Avon River. Though he lost the election, he did not lose faith in the system of fast, firsthand action and is still using it. Every morning, Bevin's subordinates bring him a list of points which involve some conflict with the Ministry of Supply which must work closely with the Labor Minister. Bevin picks up the phone, calls the Minister of Supply directly and the two of them go down the list until every point is cleared up. At any hour of the day or night, Lord Beaverbrook, head of air production, may call Bevin and say: "Ernie, I have to have ten scientific instrument workers right away." Bevin himself telephones Labor exchanges to find them.

From farm to ginger-beer cart

Born in the hamlet of Winsford in Somersetshire 56 years ago, Bevin was orphaned when he was 8. Three years later he went to work on a farm for 12s per week. What young Bevin liked best about farming were the evenings which he spent in the kitchen reading newspaper accounts of parliamentary proceedings to his employer. Almost 50 years later, when he took his seat in the Commons as M. P. for London's Central Wandsworth district, his colleagues marveled at his knowledge of formal parliamentary procedure. Bevin left the farm to see the world. He got as far as the docks in Bristol, where he became successively a restaurant page boy, shop assistant, van man and tram-car conductor, meanwhile reading widely on economics and sociology.

It was not until he had risen to his position on the ginger-beer cart that Bevin met Ben Tillett, then the head of Bristol's strong docker's union and now the grand old man of British Labor. Tillett liked the young man and became the guiding influence in his life, getting him first of all a post as a minor official in the docker's union. Between his various other jobs, Bevin had so many spells of idleness that he took it up as a profession. With Tillett's aid, he got himself elected secretary of the Bristol Unemployed Union. This was a full-time position but it carried no salary. Bevin, when he had to, stole his food.

Shortly before the last war, Bevin, by this time a trade union career man, was chosen by Tillett as his chief aid in starting a new union, the National Transport Workers' Federation, of which the aim was to combine the Bristol dockers with Labor bodies in other ports. The idea was not popular. Local unions, built up after generations of struggle, balked at contributing funds to a central organization. Dockers in Liverpool could not be convinced that

CONTINUED ON PAGE 112

MOTHER WAS **ALWAYS**
TIED DOWN...AND
I DIDN'T LIKE IT!

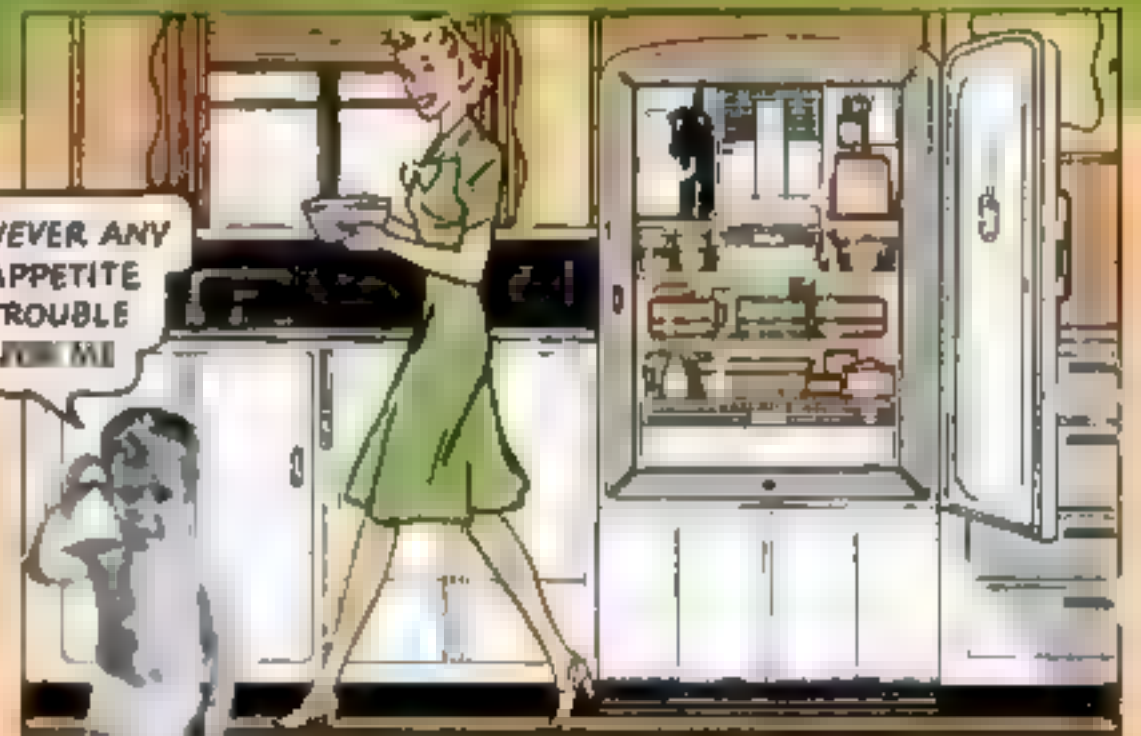
BUT NOW! JUST LOOK...



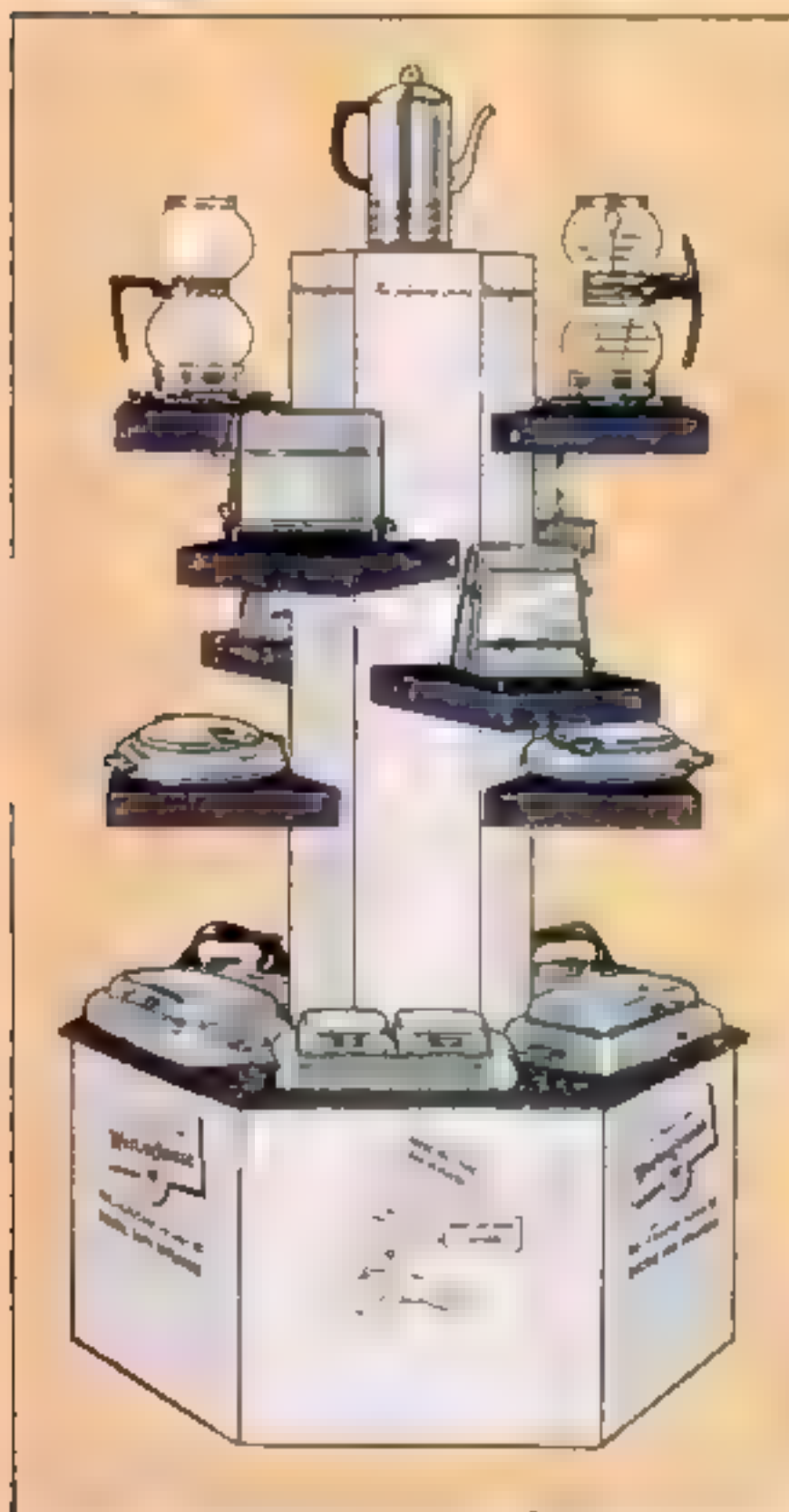
Any cook's a better cook with the fast, clean and economical Westinghouse Electric Range. And for an ever-ready hot water supply, get a Westinghouse Automatic Water Heater!



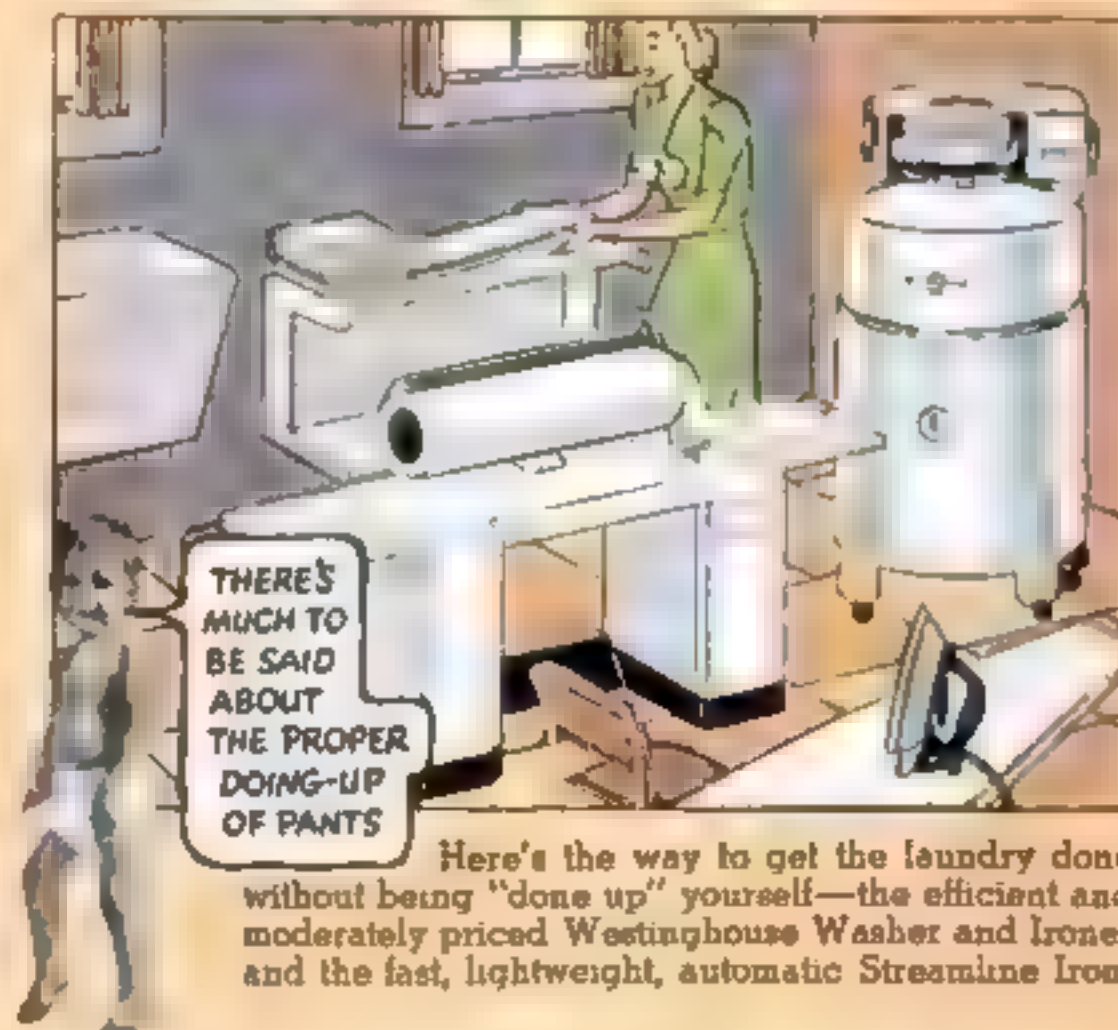
This Westinghouse Cleaner goes deep for dirt—adds to the looks and life of floor coverings; costs but little.



Eating's more fun and shopping trips are fewer because the Westinghouse Refrigerator's five zones of cold keep everything market-fresh.



Get an eyeful of this display of electrical smartness — at your near-by Westinghouse dealer.



Here's the way to get the laundry done without being "done up" yourself—the efficient and moderately priced Westinghouse Washer and Ironer and the fast, lightweight, automatic Steamline Iron.

Every house needs
Westinghouse



THE *Leisure Line* OF
ELECTRIC HOME APPLIANCES

AS A CAREER
WOMAN--I WANT
MORE FREE TIME WITH
MY CHILDREN



June in "Musical America,"
NBC Red Network Coast to-
Coast every Thursday evening.

NATURE'S PROTECTIVE BLENDING PROTECTS THE MALLARD



TED: This painting really shows the plumage of the mallard duck to good advantage.
NED: Yes, but it would be bad news for Mr. Mallard's family if a hawk came along.



TED: This picture is a very good example of Nature's Protective Blending.
NED: It sure is. The ducks are so perfectly blended with the rushes you have to look sharp to see them.

CALVERT'S PROTECTIVE BLENDING protects the flavor and good taste of Calvert Whiskey



TED: I never tasted a whiskey that pleases me so thoroughly as Calvert.
NED: Naturally. Its precious quality and flavor is protected by Calvert's own exclusive method of Protective Blending.
TED: Well, whatever it *does* for this fine whiskey, it sure increases my drinking enjoyment—*all-ways!*



BUY BETTER WHISKEY — BUY CALVERT

"RESERVE": Millions gladly pay a little more for this richer premium blend.

"SPECIAL": Favorite of millions who prefer a *lighter* whiskey. Costs a little less.

CLEAR HEADS (CLEAR-HEADED BUYERS)

CALL FOR Calvert

BLENDING WHISKEY Calvert "Reserve": 86.8 Proof—65% Grain Neutral Spirits... Calvert "Special": 90 Proof—72½% Grain Neutral Spirits. Copyright 1940, Calvert Distillers Corporation, New York City.



In 1898, Bevin was a 14-year-old farm-boy, who started at 12¢ a week, and was raised to 24¢. Here he is in Sunday best.



Twenty-six years later, Bevin wore a workman's cap, looked as tough as he was. But already he was No. 1 man in Labor.

ERNIE BEVIN (continued)

they had any cause in common with dockers in London. Taking advantage of this disunity, employers played off one port against another. In 1911, Bevin and Tillert led their fledgling national union into its first strike. It had some success and made encouraging gains but a year later, when London dockers struck again because employers had failed to live up to their agreement, unions in other ports refused to walk out in sympathy or send funds to London. The strike failed, leaving London dockers worse off than they had been when they started.

For Bevin, who is stubborn as well as practical, this was less a discouragement than a final proof of the need for a central organization, centrally controlled. After the war, his chance to create one came to him in the case which won him the title of "P. C."

The dockers' case made him famous

During the World War wages had increased some 144% but the cost of living had risen by 213%. In 1920 the London dockers had put forward a claim for a daily minimum of \$4 and a 44-hour week. Shippers, warehouse owners and the port authorities in London resisted the demands. When an impasse was reached, the Ministry of Labor set up a Court of Inquiry where both sides could be heard. Bevin, the soap-box labor orator whose only skill in debate had come from dialectical discussions before the Bristol Socialist Society, agreed to plead the cause of the dockers. The sight of Ben Tillert, then an M. P., who sat as one member of the nine-man Court, gave him confidence as he opened the case in London's imposing Royal Courts of Justice.

Bevin shrewdly raised his arguments above the level of an appeal for an increase of a few shillings a day for the London dockers. Claiming that every port in the country should come under the new agreement, he based his case on the right of British Labor to enjoy a higher standard of living. For 21 days he pleaded and pounded and cross-examined the witnesses brought in by the employers with a ferocity that confused them. When counsel for the employers put on the stand Cambridge Professor Arthur Lyon Bowley, then the first statistician in Britain, who contended that a working-class family of five could live on food costing \$2.50 a week, Bevin went out and bought the food, cooked it, brought it into the Court and ate it. Then he forced the professor to admit that while he had lived on this diet for three weeks as a test, he did nothing more strenuous than putter in his garden. Bevin's masterful handling of the case, ending with a powerful eleven-hour summation, won not only the \$4 a day minimum for every port in Britain. The Court in addition recommended the end of the casual system of dock labor and the establishment of arbitration machinery in every port.

Established as England's No. 1 trade union, Bevin found his task of creating a strong national union was much easier. The Transport and General Workers Union began operating in 1922 with Bevin as General Secretary, a job he kept until he joined the Cabinet. The new union, an amalgamation of craft unions (like the A. F. of L.) and industrial unions (like the C. I. O.) includes coal heavers, tram-car drivers, ships' clerks, dockers, many another trade. Today T. G. W. U. is a combination of 45 formerly separate unions with a membership of 850,000 and a reserve fund of \$4,000,000. Bevin has managed the diverse trades so tactfully that the Association of Coastwise Masters, Mates and Engineers feels quite

CONTINUED ON NEXT PAGE

Birds of America



THE CROW. May be recognized by oily, over-greased, plastered-down plumage. Lady birds question his sartorial good taste for using goo instead of Kreml.



THE WET HEN. The other extreme. Characterized by dry, stiff, unruly feathers. Result of soaking in water, which washes away natural oils. Kreml needed.



THE BALD EAGLE. Loss of top-feathers usually due to neglect. Use of Kreml in time helps check excessive falling hair, removes dandruff scales, feels refreshing.



HE DOESN'T GET THE "BIRD", thanks to Kreml Hair Tonic. Kreml keeps hair perfectly groomed — looking its natural best. Neat, lustrous, never sticky or oily.



Kreml, the famous tonic dressing, is neither sticky nor greasy. Keeps hair lustrous, in perfect order. Checks excessive falling hair, removes dandruff scales, relieves itching scalp.

Women tell us Kreml puts their hair in splendid condition for permanents — makes permanents look lovelier.

Ask for Kreml at your drugstore or barber shop.

Kreml Shampoo is a splendid ally of Kreml Hair Tonic. Made from an 80% olive oil base, it cleanses thoroughly, rinses out quickly, leaves hair soft and easy to manage.

KREML



REMOVES DANDRUFF SCALES — CHECKS EXCESSIVE FALLING HAIR
NOT GREASY — MAKES THE HAIR BEHAVE



How to Retire at 21

Will the gentlemen with insurance tables please leave the room! Now... what is it that makes your private life the lap of luxury at minimum cost? What gives extra dividends in lovelier fabrics, better finish? What has a life expectancy much longer than average? It's Munsingwear knit pajamas...for girls who believe in a 24-hour day for glamour. In petal-soft Tuckstitch. Balbriggan and Brushed Rayon. At better stores. Munsingwear, Inc. • Minneapolis • New York • Chicago.

MUNSINGWEAR

Fit That Lasts!

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY



Campaigning for the Labor Party, Bevin speaks from proletarian platforms like these old carts. He ran for Parliament twice before he was elected from a London district

ERNIE BEVIN (continued)

at home in the same union with Irish Mental Hospital Workers.

Bevin's importance as a political power is due to the fact that as boss of Britain's biggest union, he is the real head of the Trades Union Congress which makes the policies of the Labor Party—of which Attlee is the nominal leader. Of the 6,000,000 members in Britain's 1,033 unions, more than 80% are in the T. U. C., whose history goes back to 1868 and whose headquarters in Bevin's Transport House, Westminster, have always been the capital of England's Labor movement. Administrative head of the T. U. C. is urbane intellectual Sir Walter Citrine but Bevin is the directing brain. Discreet in use of his power, Bevin has never called a strike for political ends. Just before the outbreak of the war Sir Charles Trevelyan, Socialist Lord Lieutenant for Northumberland, urged Bevin to call his union out in protest against the Chamberlain policies. When Bevin refused, Sir Charles was irritatingly insistent. Finally Bevin snapped at him: "You want me to call out 850,000 of my workers. And who are you going to call out? The lord lieutenants?"

He gets his way with Labor

In the inner War Cabinet now, Bevin not only has to work with Lord Beaverbrook, whom he has always considered an enemy of Labor, but also with his closest Labor rival, Herbert Morrison, who entered the Cabinet as Minister of Supply and is now Minister of Home Security. Morrison is as ambitious as Bevin. But, although the workers of London worship him for the way he has run the City Council, he is less well-known in trade unions, especially outside London.

Bevin insists that the will of Ernie Bevin be the will of the Labor Party. Since he holds the largest bloc of Labor votes, he usually gets his way. In 1935 when idealistic Socialists had to consider the realistic issue of approving the application of sanctions against Italy, the late George Lansbury was the elected leader of the Party. Lansbury, a venerable, white-maned old Christian pacifist and a not inconsiderable minority in the Party, felt that sanctions might lead to war. At the Party's annual conference, when the executive council put its sanctions resolution up for approval, Lansbury took the stand to state his case. His speech, delivered with the intense conviction of a man who felt himself right, left the delegates wet-eyed. Then Bevin rose. He is not a glittering phrasemaker, he pounds



in 1940. Although he is only 5 ft., 5 in. tall, Bevin's bulk gives him an impressive platform air but he has to watch his weight. He used to weigh 250 lb., now weighs 200

out his points with hammer blows in a strong West country accent.

"I'm tired of having old George Lansbury carrying his conscience from one conference to another, asking us what to do with it," he began. By the time he finished, Lansbury was a broken man. The venerable idealist shuffled from the hall muttering: "Bevin can't do this to me." Bevin is a good hater. When a reporter chided him for flaying the old man too severely, Bevin growled: "George Lansbury has been dressed up in the robe of a martyr for years, waiting for someone to set fire to the faggots. Well, I did it."

Bevin held his tongue against the Chamberlain Government from the start of the war until the spring of 1940 because of the Labor Party's pledge not to hamper the war effort. Then on May Day, in a speech at Stoke-on-Trent, he declared his convictions.

"I will ask my people to work like 'ell"

"The time has come when there must be no mincing of words," said Bevin. "It is no use disguising the fact that ever since this war broke out those who, like myself, have been constantly in touch with Government departments are intensely dissatisfied with the kind of obstruction, lack of drive, absence of imagination and the kind of complacency which exists. There is a complete refusal to take into consideration the kind of foe we are meeting. We cannot afford incompetence. We have no right to allow the lives of our soldiers and sailors to be played with. The British working class want this war won. They know what is at stake. It is their liberty. But they want a Government that is going to place the nation before its friends or private interests." He wound up with the now famous admonition: "Give 'tiller 'ell." After this attack, informed London observers were convinced that Chamberlain would soon be replaced.

Bevin was attending the Labor Party Conference at Bournemouth when Churchill asked him to take the job as Minister of Labor and National Service. His acceptance speech was straight from the shoulder.

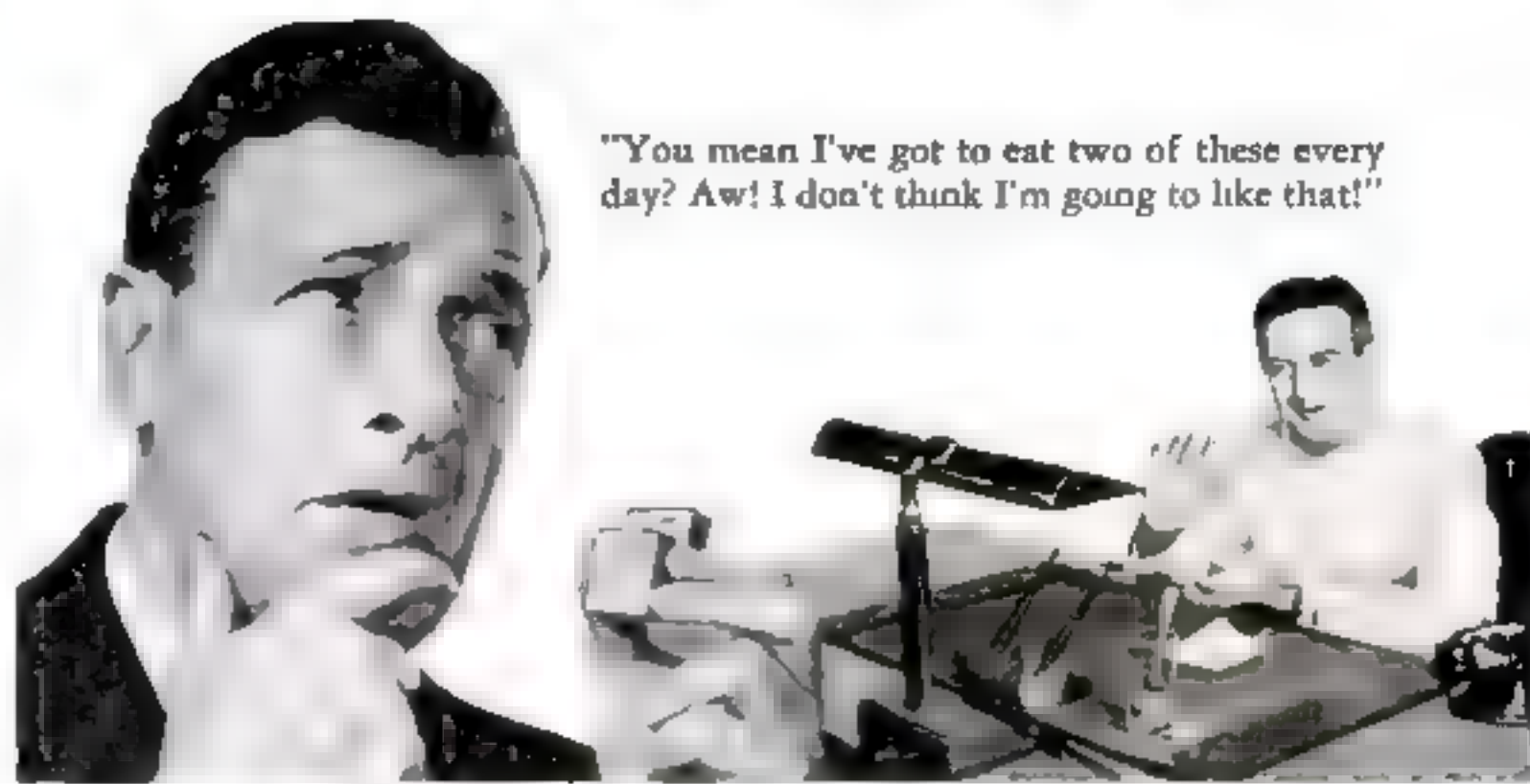
"I hope the War Cabinet will not allow vested interests, profits, or anything else to stand in the way of maximum production. If that is the policy of the Government, I will ask my people to work like 'ell."

As usual, Bevin set the example for his mates. The exponent of shorter hours is hopelessly inconsistent in his own case.

The Minister works at home until 9, is driven to the office by a departmental car at 9:30 and seldom leaves there for home until 9 in the evening, his arms always piled with work. "Ernie usually works at home until midnight, but if he sleeps later than 5:30 in

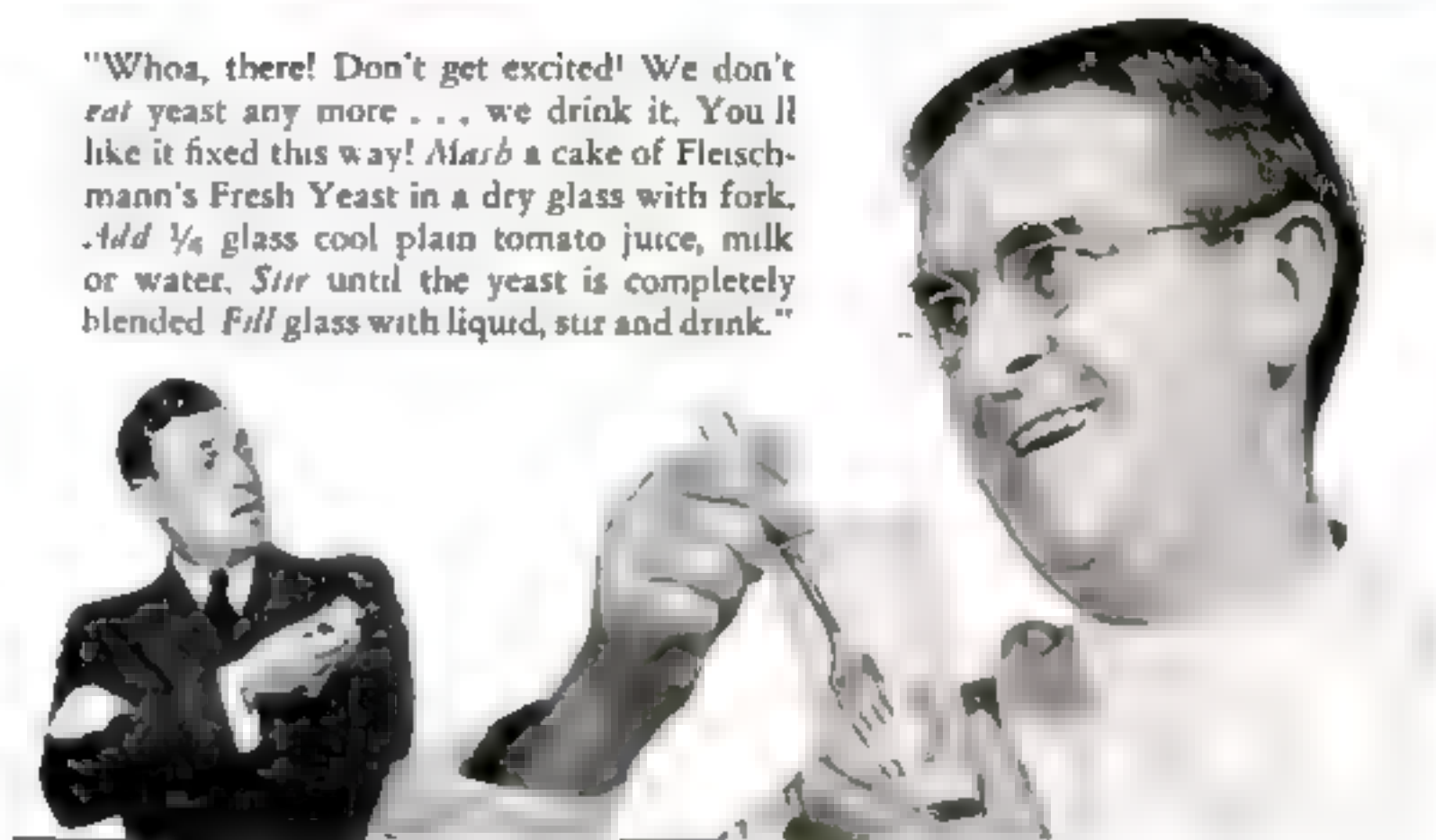
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This won't hurt a bit!

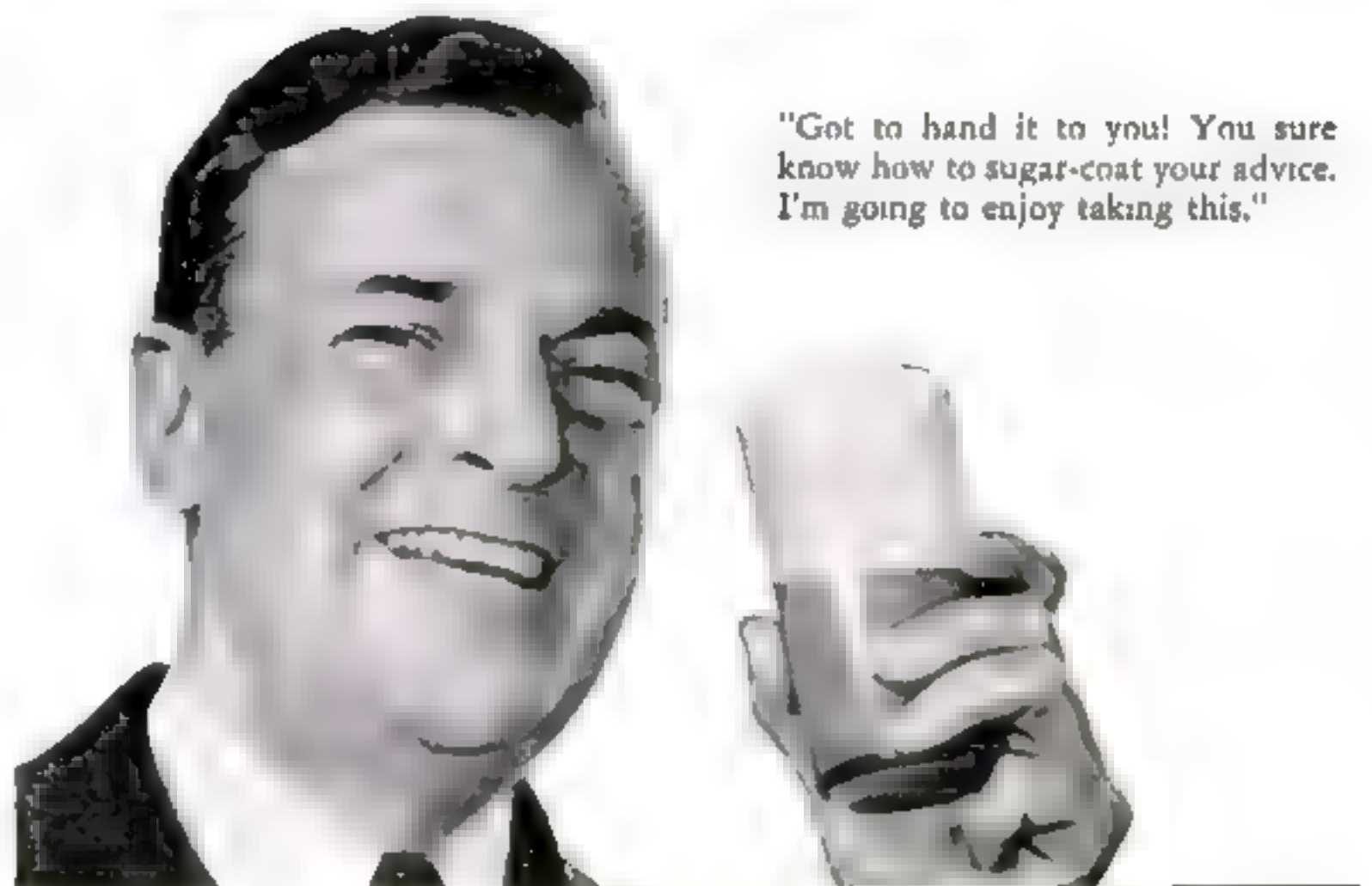


"You mean I've got to eat two of these every day? Aw! I don't think I'm going to like that!"

"Whoa, there! Don't get excited! We don't eat yeast any more . . . we drink it. You'll like it fixed this way! Mash a cake of Fleischmann's Fresh Yeast in a dry glass with fork. Add $\frac{1}{4}$ glass cool plain tomato juice, milk or water. Stir until the yeast is completely blended. Fill glass with liquid, stir and drink."



"Got to hand it to you! You sure know how to sugar-coat your advice. I'm going to enjoy taking this."



Are you one of the millions who are convinced of the benefits of taking Fleischmann's Yeast, but who just don't enjoy eating it? You'll like taking it this new pleasant way! And you'll like staying with it long enough to get real results! Remember Fleischmann's Fresh Yeast is one of the richest natural sources of the amazing vitamin B complex. And remember to drink it, as shown here, last thing at night . . . first thing in the morning.



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Standard Brands Incorporated

Fleischmann's Fresh Yeast

DRINK IT...TO YOUR HEALTH!



THIS is authentic period design by master furniture craftsmen. Here is a masterpiece of design and engineering in the Spartan tradition of superb craftsmanship. We are amazed that the finest Spartan ever built was so reasonable at just Model 190 RPA. It's a 12-tube Radio-Phono 2 speaker set with a built-in Record changer and short wave converter. A built-in 14-record changer. Electric tuning eye. Six speed variable tuning. Full range speaker system. A wide reception. Public address system. \$399.

To see and hear these thrillingly beautiful period Spartons in rich hand-rubbed mahogany
Sparton dealer in your community. Only he can offer these Sparton values. Or write factory for nearest dealer. And see the other Sparton sets in the Sparton regular line at prices that bring entirely new values to radio.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICH.
MANUFACTURERS OF RADIOS AND AUTOMOBILE HORNS

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The C. H. Yeager Company
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CHATTANOOGA, TENN.
Louisiana Furniture Co.
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The Fair Store
CLEVELAND, OHIO
Higbee Company
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The R. B. Kumber Company
DENVER, COLORADO
Lemmon Music Company
DES MOINES, IOWA
Dunham's
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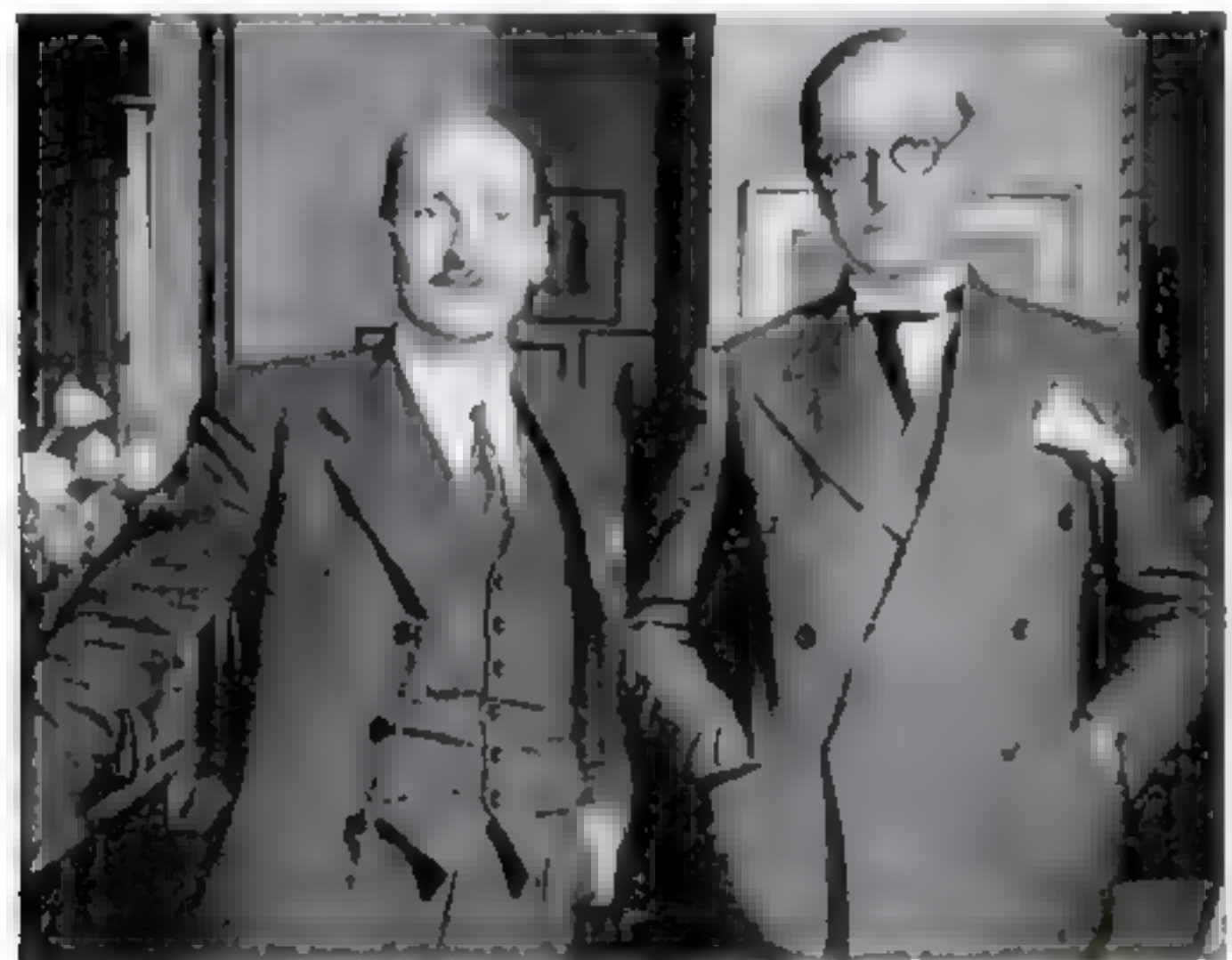
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Glover White Company
JERSEY CITY, NEW JERSEY
H. J. Berman
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Mace-Jones Co.
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Jones Store Company
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H. C. Carter & Bros., Inc.
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A. C. Deany
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Spencer & Company
DAVIDSON, CALIFORNIA
Kleiner, Weintraub &

OMAHA NEBRASKA
Pattersons East Shop, Inc.
PATRISON NEW JERSEY
Vista Streets
PHILADELPHIA PA
N. Joelberg & Co.
PITTSBURGH PA
Schumann's
PORTLAND OREGON
Meier & Frank Company
ROCHESTER NEW YORK
E. W. Edwards & Son
ST. PAUL MINNESOTA
The Great Northern Store
SAN DIEGO CALIF.
Grand Rapids Home
Furnishings Co.
SAN FRANCISCO CALIF.
Lorenson Furniture Company
SEASIDE CA
Curtis-Simpson Co.
SEATTLE WASHINGTON
MacDougal's
SPOKANE WASHINGTON
The Crescent
SPRINGFIELD MASS
Carlisle Hardware Company
SYRACUSE NEW YORK
W. W. Brown & Son
TACOMA WASH NGTON
The Peoples Store
TOLEDO OHIO
The Lion Dry Goods
Company
WATERBURY CONNECTICUT
Hampson, Meade & Abbott, Inc.
WICHITA, KANSAS
The Furniture Company
WORCESTER MASS
C. E. Sherry Company, Inc.
YONKERS N. Y.
W. W. Brown Home

Bevin is a character full of contradictions. He lives a deliberately simple life in an old-fashioned flat in London's West Kensington. He hates all social functions and his greatest delight is to have some of his mates drop in for a cold English supper on Sunday nights. Bevin himself eats and drinks sparingly. When he can leave Montagu House he goes to a nearby pub for a lunch of bread, cheese and a half pint of beer. To celebrate, he has a cold roast-beef sandwich. His suits hang about him like bedclothes. Ashes from his cigars are constantly dribbling down his vast front. He prefers to keep his family—plain-featured Mrs. Bevin and an adopted daughter, now married—in the background. Although he has willingly devoted his life to the Labor cause, he likes to think that he is a martyr who has carried the cross for the workers of Britain. Not completely devoid of a politician's instinct for self-dramatization, he consciously exaggerates his natural tendency to drop his aspirates and enjoys referring to himself as "The Outsider."

Nowadays Bevin, more than any other man, is spoken of as Churchill's successor. Despite his age and doubtful health, his friends are sure he will at least be vice premier before the war is over. But though Bevin is ambitious enough to relish the prospect of being Prime Minister and though he has the reputation of never forgiving any man who has thwarted him, there is no hint of anything but hearty respect and co-operation between him and Churchill. Churchill always recognized him as the country's ablest Labor leader. And Bevin, however bitterly he has attacked Churchill, has now given him his truest mark of acceptance. When he talks to the Prime Minister, he addresses him as he does his oldtime docker friends. He calls him "mate."

THESE ARE SOME LEADERS IN BRITISH LABOR



Parliamentary leaders of Labor are Major Clement Attlee and Arthur Greenwood. Like others here, they are more political than trade-union figures. Should Labor come to power with Bevin as Prime Minister, the men here would become the leaders of England.



Herbert Morrison, biggest Laborite after Bevin, has long been leader of London County Council, i.e., real ruler of London.



Sir Stafford Cripps, Ambassador to the Soviet Union, was expelled from Party last year, still has important following.



E. H. Wilkinson, M. P., schoolteacher turned unionist and socialist, is probably the most fiery member of Labor Party.



Harold J. Laski, a prolific writer and lecturer, is a keen political scientist and one of the biggest brains in the Labor Party.



Sir Walter Citrine is the administrative head of the Trades Union Congress which controls the votes of the Labor Party.



Lord Strabolgi, tenth baron of England, is one of the leading Labor peers and is Opposition Whip in the House of Lords.

Quality Tells

V.A.T. 69
 BLENDED SCOTCH WHISKY

No. 1 in Taste!

8 Years Old

80 PROOF
 PARK & TILFORD
 IMPORT CORP. NEW YORK, N.Y.

NATURAL HISTORY



SNARED DEER HANGS FROM A LIFE-WIRE NOOSE



AN INQUISITIVE PAIR OF DEER, MOMENTARILY BLINDED BY A JACK LIGHT, MAKE EASY TARGET FOR POACHERS

GAME WARDENS TRACK DOWN POACHERS IN MAINE WOODS

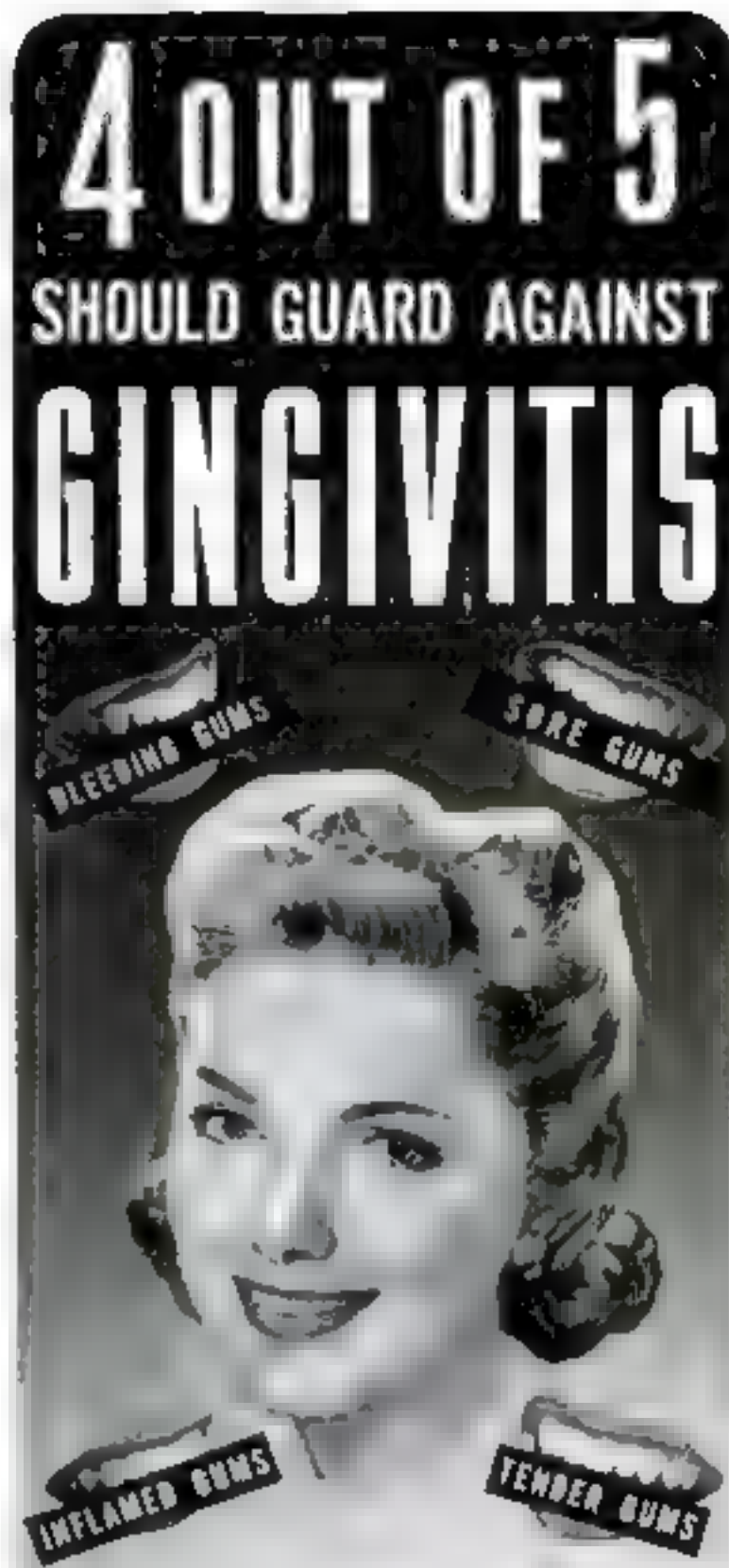
No hunter is a sportsman unless he obeys the strict laws against hunting out of season, setting traps or shooting when a bright light momentarily blinds the quarry. The sportsman gives the animal or bird he hunts a fighting chance to escape. But some hunters are animal murderers, who cause such shocking sights as that on the opposite page. This deer was picking its way along a Maine trail in the darkness when it lowered its head to pass under a tree. A wire noose caught deer's neck, a release tripped and the deer was jerked off its feet to die a strangling death.

Poachers, who set this snare, roam the forests all year, in season and out. To combat them, the State of Maine has organized one of the best game-warden systems in the U. S. Most of the 100 wardens are not only trained woodsmen but also college graduates who had to pass a stiff examination. Maine's people consider them more important than State troopers. The deer on the opposite page was one they found, just as it hangs, in a poacher's snare. For LIFE's benefit they demonstrated other tricks of poaching: Hunting at night with jack lights which hold the deer transfixed (*above*), and setting traps (*next page*).

GAME WARDENS CHARLIE JONES (LEFT) AND VERNE BLACK BED DOWN FOR THE NIGHT IN SUSPECTED POACHER'S TERRITORY



CONTINUED ON NEXT PAGE



**AFFLICTING THOUSANDS
—EVEN YOUNG FOLKS!**

It's amazing how many people have Gingivitis and may not even know it. 4 out of every 5 may be victims. If your gums ever bleed or are tender and sore—BEWARE!

These are often signs of Gingivitis—a mild inflammation where gums join the teeth. IF NEGLECTED—this often leads to horrible Pyorrhea with receding gums and loosened teeth which only your dentist can help. See him quarterly for gum inspection. At home—

Help Guard Against Gingivitis

Massage your gums and brush your teeth twice daily with Forhan's Toothpaste. This effective Forhan's method

1. Helps gums be firmer—more able to ward off infection.
2. Cleans dingy teeth to their "natural" brightness and helps remove acid film that often starts tooth decay.

Recommended and used by many dentists themselves for over 20 years. At drug and dept. stores. Weekend size at 10¢ stores.



ADVERTISING OFFER To Introduce EDGEWORTH

AMERICA'S FINEST PIPE TOBACCO



This is an Introductory Advertising Offer—made solely to introduce to you Edgeworth, America's Finest Pipe Tobacco. You will like flavorful Edgeworth because it is mild, smokes cool, is long-burning and never bites your tongue. The average for the past ten years proves that the tobacco leaf used in Edgeworth has cost 43.69% more than the market average. **POSITIVELY THE GREATEST VALUE EVER OFFERED PIPE SMOKERS.**

1. Three regular 15¢ packages of Edgeworth Ready Rubbed. (2—15¢ pocket tins and 1—15¢ Pliofilm and foil pocket pouch.) 2. One handsome Signature Pipe (mechanically pre-caked). Finest quality imported buyers beautifully finished with high-grade, luster-retaining screw-connection stem. 3. One bundle of pipe cleaners. 4. Your Own Signature or other short message engraved on stem, or plain stem, (no engraving) if you wish.

TEAR OUT THIS ORDER AND MAIL TODAY

LARUS & BRO. CO., Dept. K, Richmond, Va.

Enclosed is \$1.00 for one Introductory Offer, the pipe to be engraved as follows:

Please write your normal signature clearly within exact space allotted or leave blank if you want plain stem.
(Check your choice)

Large Bowl—Medium Bowl—Small Bowl—

Name _____ Address _____ City _____ State _____

MY DEALER'S NAME AND ADDRESS IS

Name _____ Address _____ City _____ State _____

Photographs by amateurs submitted to LIFE's Contributions Department are considered on an equal basis with those of professionals. They should be submitted to

Contributions Editor **LIFE** Rockefeller Center, New York City

Poachers (continued)



Illegal gun trap is set beside the deer trail. The deer trips wire, receives the full gun blast in the head or chest. Hunters sometimes stumble over concealed wire, get shot.



Apple is bait for a partridge trap under an apple tree. Foraging bird pecks at seeds and is decapitated when trap springs. Wardens wage constant war on these traps.

MEN—and Women, too!

EXEROW

★
for
YOUR
HEALTH
and
FIGURE
★



RIDE and ROW THE BATTLE CREEK WAY!

Enjoy most efficient health-building rowing AND riding! Hydraulic pull of rowing plus benefits of horseback riding—adjusts for mild exercise or strenuous workout as you wish. Rhythmic motion of pedals, seat and handle "symmetrizes" and "balances" entire figure. EXEROW safely strengthens WEIGHT improves HEALTH and appearance. Direct factory price. Write for information TODAY.

Battle Creek Equipment Co., DEPT. 60-L
Battle Creek, Mich.

Safety in every step!
BILTRITE
WILL NOT SLIP
RUBBER
HEELS
and Gird-on-End
SOLES
for MEN, WOMEN, CHILDREN
*Longer Wear
More Economical*



Get the BEST—BILTRITE on BILTRITE

"I'm so delighted with
our new Studebaker,"
says

Mrs.
Lawrence
Tibbett

CHARMING WIFE OF FAMOUS
OPERATIC STAR

"I really selected our new Studebaker as a surprise for my husband," says Mrs. Tibbett, "because he gets so much relaxation out of motoring and driving himself. But I have found it such a comfortable and easy-driving car, it's hard to believe it wasn't built to order. The designer Raymond Loewy does have a genius for individualizing everything he styles."



Mrs. Tibbett and her distinguished husband are perfectionists in the art of gracious living—and so, for pleasant motoring between their New York home and Connecticut farm, she decided on a new 1941 Studebaker Land Cruiser.

Thousands of other families, whose pride is their instinct for good taste and their alertness to good

value, are doing as the Tibbetts did and buying distinctively styled new Studebakers this year.

You may purchase a smart 1941 Studebaker Land Cruiser—on either the Commander Six or President Eight chassis—for surprisingly little money. See your local Studebaker dealer now and go for a trial drive. Low down payment—easy C.I.T. terms



Distinctively
smart, new *Studebaker Land Cruiser*
AVAILABLE ON COMMANDER SIX OR PRESIDENT EIGHT CHASSIS



A NEW CAR FINDS A NEW FRIEND in talented Mrs. Lawrence Tibbett, former Jane Marston of New York and San Francisco. She dresses smartly, is an enthusiastic golfer, good housewife and skilled gardener. She and her husband have a collection of snow eggs on their farm.



What every young girl should know

AMERICANS drink more coffee than any other beverage except water.

They drink it first of all because they like it. But most people only vaguely realize that coffee sharpens the mind, improves reason and judgment and self control, physical strength and accuracy of movements. These facts are all found in medical literature. And if you are like 97 out of a hundred

people, you don't need worry about sleeping, for the lift you get from coffee lasts only two hours.

So what every young girl ought to know, if she hopes some day to be a good wife, is how to make good coffee — morning, noon and night.

And the rules are simple: Use a heaping tablespoonful for every cup, and keep your utensils clean!

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.

BRAZIL • COLOMBIA • COSTA RICA • CUBA • EL SALVADOR • VENEZUELA





BOMB ILLUMINES CITY TO DAYLIGHT INTENSITY. FLASH REFLECTS ON RIVER

ARMY FLASHLIGHT BOMB ILLUMINATES OBJECTIVES FOR NIGHT AIR PICTURES

The crystal-clear picture above of Rochester, N. Y. was taken in the dead of night. It is evidence that the U. S. Army Air Corps has found a solution for a grim war problem. A vulnerable military plane is the reconnaissance ship that must take cameras over enemy territory to get pictures of troops and communication lines. The solution is the simple and radical one of freeing the aerial photographer from dependence on daylight. With a load of time-fused magnesium bombs he can stalk his objectives in the cover of darkness and get night pictures, like any photographer, by flashlight. The flashlight bomb is the product of joint research by two of the Army's greatest aerial photographers, Majors Albert W. Stevens and George W. Goddard. As perfected by Major Goddard, the flash of the bomb itself trips the camera shutter by means of a photoelectric cell.



THE BOMB FLASH LASTS $\frac{1}{16}$ OF A SEC., IS ACCOMPANIED BY LOUD REPORT

**Life begins with
VITAMINS
PLUS . . .**

\$2.75
for a 36 days' supply

1933
Good Housekeeping
Seal of Approval
BIOLOGICALLY
STANDARDIZED

Tiny, magical vitamins . . . how essential they are to vitality, sound nerves, good appetite, clear skin, attractive hair—that happy state of buoyant health! Yet see how *simple* it is to be sure of an adequate supply of vitamins every day, by choosing **VITAMINS Plus**, the famous vitamin concentrate of uniform and dependable high quality.

Why take a chance on vitamin deficiencies which may lead to listless, under-par days that rob your life of zest and sparkle. Edginess and nervous irritability are hard on you—and a definite handicap to your success

Why not begin—today—to take **VITAMINS Plus**! The two tiny, pleasant-to-take capsules, which constitute the **VITAMINS Plus** routine, contain high potencies of essential vitamins A, B, C, D and G—especially high in all-important vitamin B, . . . with liver concentrate and iron for added effectiveness. Don't chance a lack of one or more vitamins. It's so easy to be *sure*—with **VITAMINS Plus**: 72 capsules . . . 36 days' supply . . . **\$2.75**

Ask for **VITAMINS Plus** at your drug or department store.

VITAMIN "A" HELPS BUILD RESISTANCE AGAINST COLDS

Take the *offensive* against dangerous colds. If you lack vitamin A you are more susceptible to colds. **VITAMINS Plus**, the high quality vitamin product, contains (in addition to other essential vitamins) 20,000 Int. Units of vitamin A . . . double the vitamin A content of the average vitamin product.

VITAMINS PLUS, INC., 370 LEXINGTON AVE., N. Y. C.

☐ Herewith is \$1.50 for the Special Size **Vitamins Plus** (18 days' supply) ☐ Please send booklet, "Life Begins With **Vitamins Plus**" ☐ Send my **Vitamins Plus** C. O. D.

NAME _____

STREET _____

CITY _____ STATE _____

LEA-40



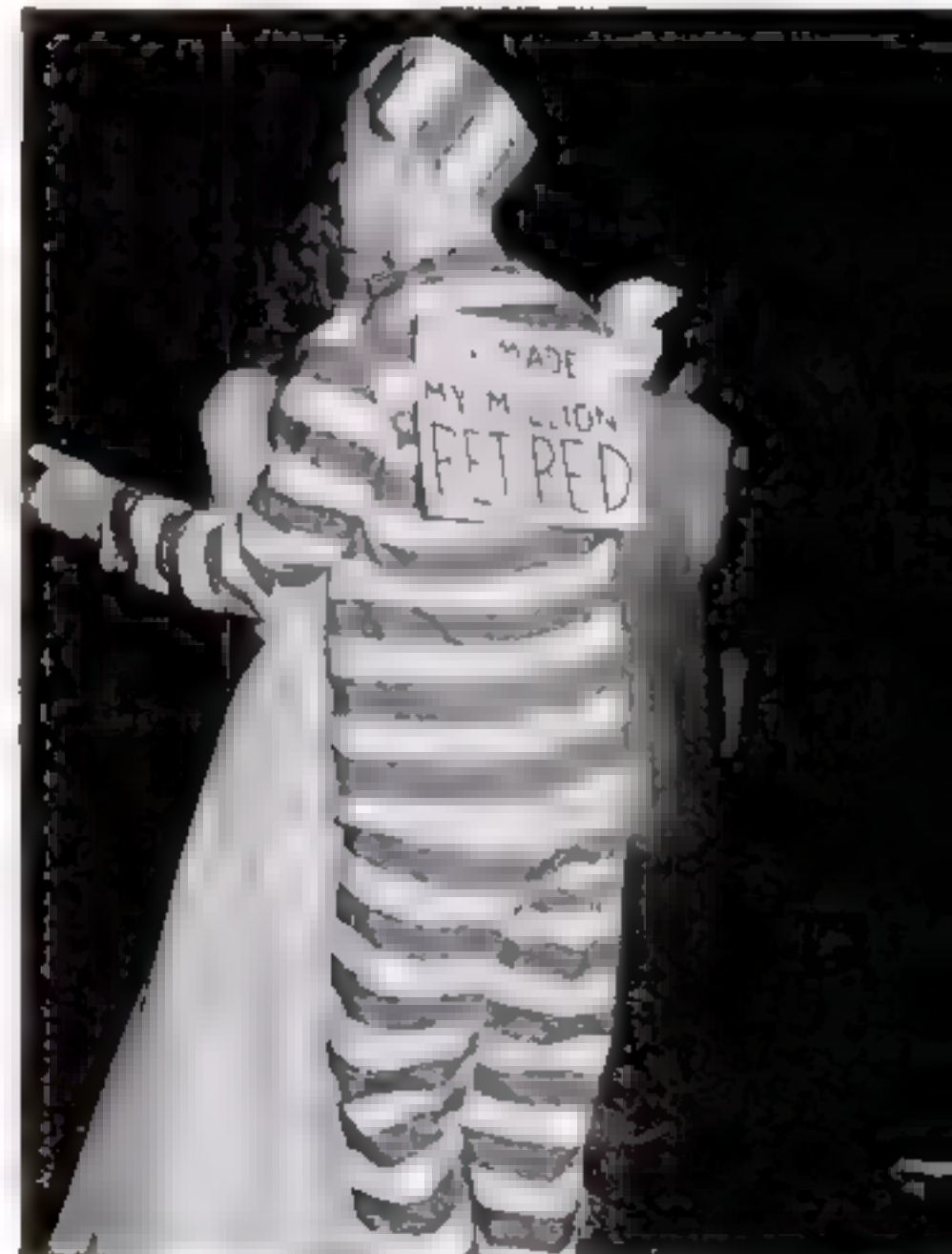
PHONY MONEY SNOWS DOWN IN 330,000 FLAKES. PILES UP IN GREAT DRIFTS ON THE FLOOR. A STREET CLEANER WENT AROUND ALL EVENING SWEEPING UP THE STUFF



A major-domo, ripecentle from waist up, announces visitors. Not tal gars's rorred screen d they nupre satured confusion



Groucho Marx (Jim Powell) lights a cigar for Casparya (Mrs. Ted Tall), who has \$10,000 bank note. Everyone has money to burn



An emeritus embezzler turns up in a can leone stripes. He changed his name was her Harriman, Whitney or Ponzi.

Life Goes to a Good Times Party

Young Chicagoans are billionaires for a night

In Chicago, few weeks ago, some young businessmen who like to call themselves "The Executives of Tomorrow," bored by the Hard Times parties so overworked by hostesses in recent years, staged a Good Times Party in the lush Imperial Room of the Michigan Towers Club. Not since the Delhi Durbar of 1911 had the world seen such a splash of precious gems. Never outside the U. S. Treasury had the U. S. known such a concentration of currency. Never except in dreams had any of the guests present tossed wealth around with such shameless delight. If any of the jewels or any of the bills had been real, a few willing hands might quickly have collected the equivalent of the national debt.

Fortunately for the nervous systems of "The Executives of Tomorrow" and their wives, the jewelry was paste and the \$10,000 bills that fluttered in such profusion bore the candid imprimatur: "Phoney Mazuma." But for one night, 600 young Chicagoans wallowed in imaginary wealth.

Guests arrived at the Party in a variety of representations of wealth. Some came as bankers, some as movie stars, others as polo players, gamblers, Oriental potentates. Gardenia corsages sold at \$10,000 each. A tray of "cassol" was labeled "Free caviar." Diamond rings, stockings were dispensed as favors. On the walls hung signs reading: "Patronize Ctopa Loan Company; \$1 to \$3,000,000,000. No inquiries, no interest, no notes, no kidding." "Patronize Ctopam Currency Exchange. We cash checks of all kinds—rubber, bogus, blanks, rain checks—what the hell!" and "Why throw away your precious jewels just because they are dirty. Let us clean them—and you too."



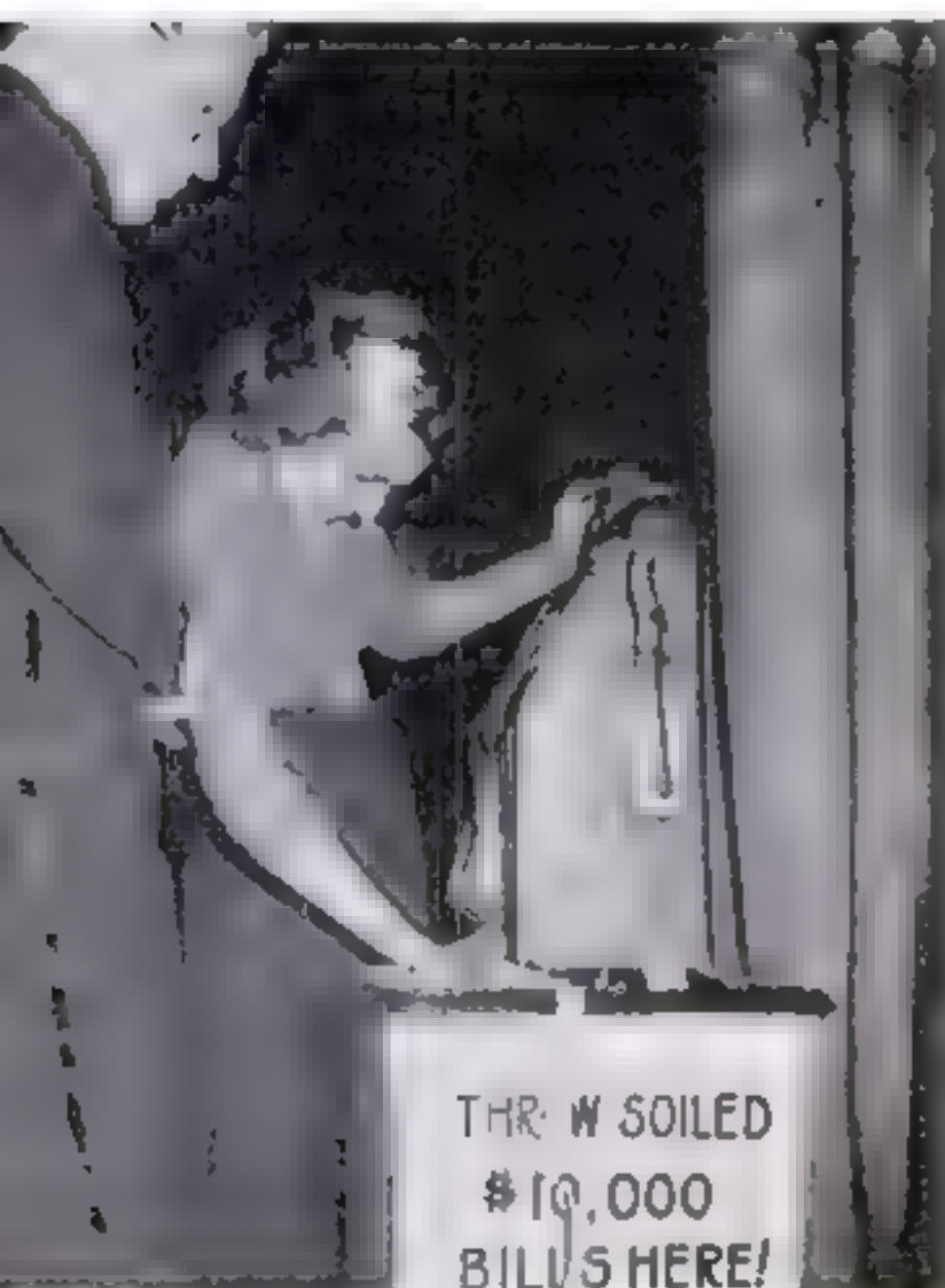
LIMITLESS SUMS OF STAGE MONEY WERE AVAILABLE TO GUESTS



DOZENS OF PASTE DIAMONDS GLITTERED ON GUESTS' FINGERS. CHAMPAGNE, HOWEVER, WAS REAL



THE FISCAL LITTER WAS TERRIFIC. GUESTS COULD HARDLY DANCE FOR CURRENCY UNDER FOOT



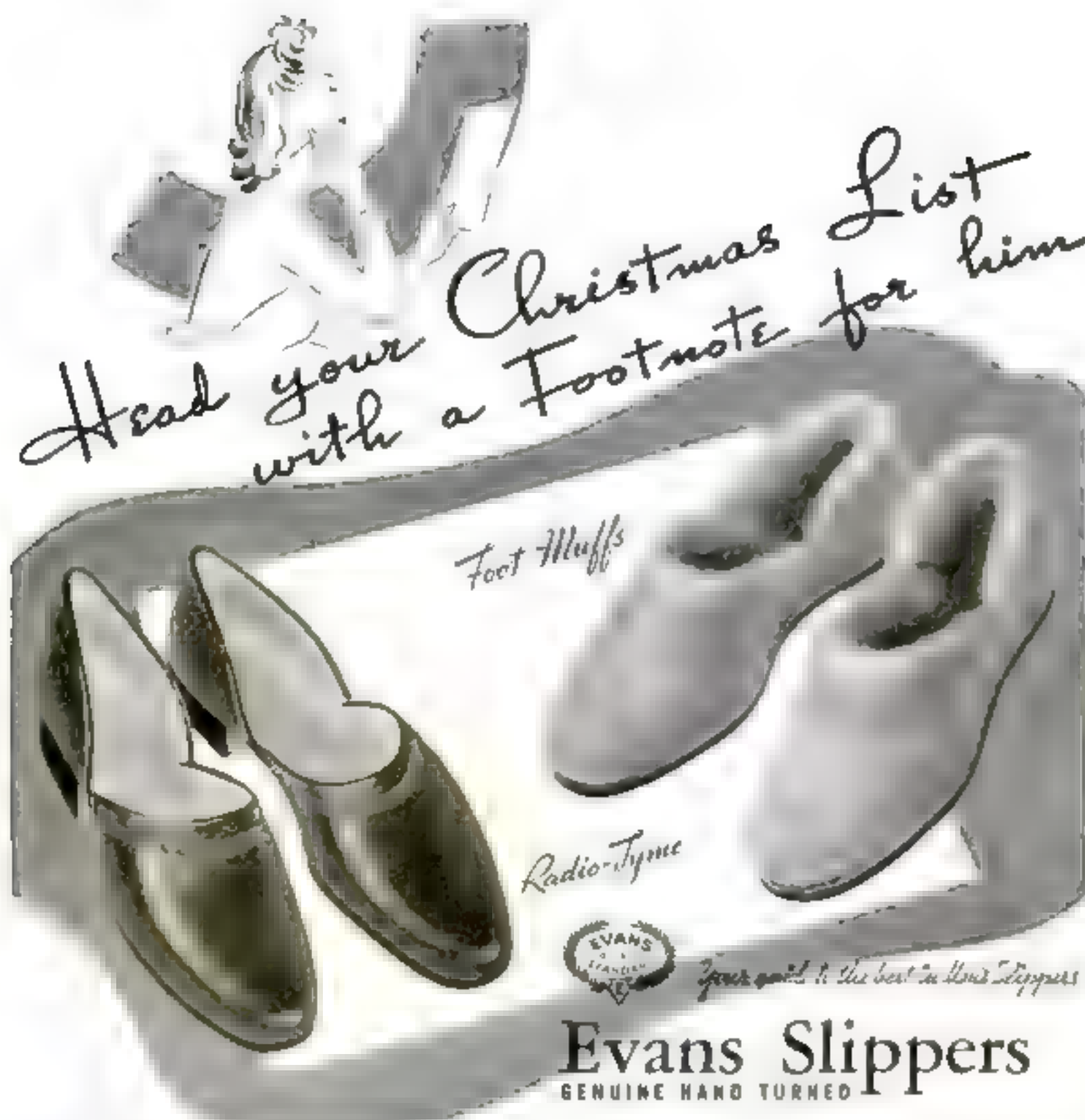
An old-fashioned slot-machine, played with mere lines, is preserved as a quaint memento of deflated years of yore



A stock ticker helps guests keep track of swelling millions. This retired banker (Herbert Hitchens) can hardly believe his luck



Diamond rings are sold by Scarlett O'Hara to Lillian Russell while a Mississippi gambler looks on and an admiral foots the bill



... A footnote to buy him the best men's slippers made — Evans Slippers, naturally. There isn't a man that won't cheer loudly when he unwraps such a handsome (not to say useful) present — a pair of furry Foot-Muffs perhaps or a pair of sleek lounging slippers. Better stores everywhere have Evans Slippers with hard or soft soles in more styles than you can shake a stick at. L. B. EVANS' SON COMPANY, Wakefield, Massachusetts

Styled and
Made in
the West

No. 145K—Red and
Black Plaid.



Keep Comfortable
in a
PENDLETON VIRGIN WOOL SHIRT

• If you've worn a Pendleton in a duck-blind on a cold, raw day, you'll realize it's just as necessary a part of your equipment as your boots or gun. There's nothing like a Pendleton virgin wool shirt for all-weather comfort. Protects against wind, rain and cold. Styled for action freedom—no seams that bind, no cloth that chafes. You'll

enjoy your favorite sport more in a Pendleton. At sports, clothing or department stores. Gabardines—or flannels in solid colors, small or large checks and bold or shadow plaids—\$5 to \$9.

Send for free catalog, sample fabrics, name of your nearest dealer. Pendleton Woolen Mills, Dept. L-N, Portland, Oregon.



Prizewinning costumes were worn by Mr. & Mrs. Edward Clausen Jr. as a sultan and his favorite wife. Stone in sultan's turban lights up. Fan boy stirs up the air.



Another sultan reclines with his odalisks by a restricted oasis. The sultan is Mike Simpson, a music arranger. His gurlies are from the chorus of the Chicago Theater

\$5,000.00

FIRST PRIZE

2ND Prize \$500⁰⁰ * 3RD Prize \$100⁰⁰ * 4TH Prize \$25⁰⁰

1000 Prizes each { 1 DOZ. No. 211 CANS LIBBY'S PINEAPPLE JUICE
AND 1 DOZ. No. 1 CANS LIBBY'S TOMATO JUICE

JUST FILL IN THEIR COMMENTS ABOUT LIBBY'S PINEAPPLE JUICE FOR BREAKFAST



Name..... City.....

Address..... State.....

Send to Libby's Contest Judge, Dept. LM-10, 315 N. Michigan Ave., Chicago, Ill.

READ THE EASY RULES. 1. The people in the picture above are talking about Libby's Pineapple Juice for breakfast. Write in what you think they might be saying—one comment in each of the three empty white spaces. You can use this Official Entry Blank and get more at your dealer's.
2. Cash prizes will be awarded as follows: 1st Prize, \$5,000.00; 2nd Prize, \$500.00; 3rd Prize, \$100.00; 4th Prize, \$25.00; and 1000 Prizes of 2 dozen cans of Libby's Juices (1 doz. No. 211 size Pineapple Juice, 1 doz. No. 1 size Tomato Juice). In the event of ties duplicate awards will be made.
3. Send as many entries as you like. With each

entry, send one label from Libby's Pineapple Juice and one label from any other Libby's Juice or (scissors) thereof. Stamps and/or money will not be accepted in place of labels. Mail your entries to Libby's Contest Judge, Dept. LM-10, 315 N. Michigan Ave., Chicago, Ill.
4. Your entry must be original with you, in your own proper name, and over your own signature with your complete address.
5. Entries will be judged not on elaborateness but on the basis of the aptness, uniqueness and effectiveness (selling ideas) of the comments submitted. Entries must be submitted on an Official Entry Blank.

6. This contest closes midnight, November 30, 1940. No entries postmarked after this date will be eligible for an award.
7. This contest is limited to residents of the United States and possessions. Employees of Libby, McNeill & Libby, members of their families, and the advertising agents cannot compete.
8. The decisions of the judge will be final. No entries will be returned or acknowledged. All entries will become the property of Libby, McNeill & Libby.
9. Winners will be notified as soon as possible after the close of the contest.

DREAMS COME TRUE. Tick of it! Just for writing a few words, somebody's going to get thousands of dollars... enough to build a house, or put a boy through college. Why shouldn't that somebody be you? There are other fine cash prizes, too; and one thousand prizes, each a grand supply of delicious Libby's Juices.

SO EASY! Just write in what you think the people in this picture might be saying about Libby's Pineapple Juice for breakfast. Things like: "This unsweetened juice is so refreshing" or "What a marvelous change for breakfast!" or "Such a time-saver; you just chill and serve."

TASTE LIBBY'S! The best way to get good ideas is just this: try Libby's Pineapple Juice for breakfast. See how delicious it is, how much your family enjoys it. It's an excellent source of Vitamin C. And, pressed from pineapples actually ripened in the field and unsweetened, it has a wonderful natural tang.

LAST CALL! No more contest announcements will appear in this magazine. Enter now.

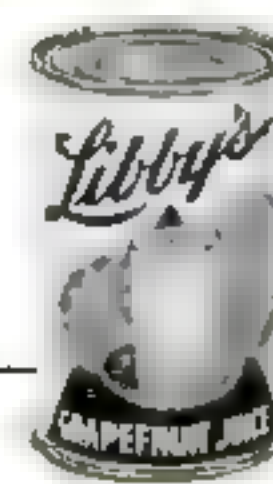
Libby's

HAWAIIAN PINEAPPLE JUICE

JUST OPEN A CAN AND

Breakfast is different!

Libby's Family of Juices includes: Grape; Grapefruit; Kraut; Lemon (adds a tartness to other juices); Orange and Grapefruit; Pineapple; Tomato; Prune (from Dried Prunes). Diluted and sweetened juices: Apricot; Apricot and Orange; Loganberry. Pressed from sun-ripe fruits and vegetables, they're all delicious and they offer variety your family will enjoy. To enter the contest you need one label from Libby's Pineapple Juice and one from any of the other Libby's Juices listed here. Refreshing... any time o' day!



"TOPS" AT A DOLLAR!



SOMETHING BIG has happened in the "dollar-a-gallon" anti-freeze field since last winter...the amazing new "TREK" anti-freeze has arrived! It tops other "dollar-a-gallon" brands because it's concentrated methanol! It gives you more protection for your dollar. *Every drop is protection.* Even the new, improved inhibitors—which guard your cooling system against rust and corrosion—are anti-freeze. See your dealer today.

The word "TREK" is a registered trade mark of National Carbon Company, Inc.

TRAVEL WITH
"Trek" ANTI-FREEZE

A PRODUCT OF NATIONAL CARBON COMPANY, INC.



SCULPTURE

AMERICAN ARTISTS KICK UP THEIR HEELS AT SYRACUSE CERAMIC SHOW

Making figures and utensils out of clay is the oldest art in the world. It is also the most precarious, and can be the most fun. In the last eight years U. S. artists, letting their imaginations run wild, have started a ceramic boom which is one of the liveliest things in American art.

Credit for this boom goes largely to the Museum of Fine Arts of Syracuse, N. Y., which encourages potters all over the country by annual exhibits and prizes. On these pages are nine figures from the recent Syracuse show. This month part of the exhibit goes on tour of museums from Baltimore to Minneapolis.

Worries of a ceramist begin when he puts his work into a kiln to bake. Sometimes in the intense heat the clay cracks or is discolored. He never knows until he opens the oven whether he has a mess or a masterpiece. Ceramist Sorcha Born (next page) describes further the perils of a kiln in a telegram to LIFE. "I started pottery in old chicken coop. It burned down. Built small studio. Burned down. Present studio insured. Waiting for fire."



"Saturday Night in Harlem," honoring fine American custom, is by Richard Wolford who got the idea from watching four Negro kids playing in a bathtub in a junk yard.



"Jonah in the Whale" by William Tracy shows the scale of whale conveniently sliced off to reveal cramped inmate. Below: *Samson and Delilah* by Viktor Schreckengost.



THE HEART OF THE BICYCLE

It drives, and coasts, and brakes! Operating from the foot pedals, it does these jobs most dependably.

Made of alloy steels, New Departure is the strongest and lightest brake. And its great braking power means smoother, quicker stops—without slip, grab or jolt.

Sealed against dirt, it is certain in its driving and coasting and braking action always—hot or cold, wet or dry.

Invented, pioneered, perfected by New Departure. Proved over the years by 12½ million riders throughout the world.

Compact, modern, expertly engineered . . . It has everything you want in a bicycle brake. Insist that your bicycle have a

NEW DEPARTURE
Coaster Brake in the Rear Hub

FOR CHRISTMAS: Get 2 speeds on your bicycle

Even on your present bike and without buying a new brake, you can have 2 speeds—with a quick, easy shift of your finger lever.



LOW GEAR—for quicker getaway, easier pedaling on hills, better control in traffic!

HIGH GEAR—for more speed with less effort on the level!

In the stores which display the carton shown here, ask about the NEW DEPARTURE "Speed Changer" which gives you 2 speeds on your old bicycle. Made by the makers of NEW DEPARTURE COASTER BRAKE

A TOUCH OF THE FINGER AND
YOUR BOOK PAGE IS MENDED

SCOTCH
Cellulose
TAPE



Mends - Seals - Holds

NO WATER REQUIRED...FULLY TRANSPARENT

♦ Try Scotch Cellulose Tape in your office or home. It does so many mending, sealing and holding tasks—so easily—so quickly!

Discover how it saves time...often saves money. Housewives find it as handy as needle and thread. Many offices and banks are making it standard desk equipment.

Made of "Cellophane", Scotch Tape is fully transparent...and seals tightly with a touch of the finger—no moistening required.

MENDS: Book pages, letters, invoices, checks, sheet music, maps, ledger sheets, blue prints, window shades, transparent aprons, curtains, etc.

SEALS: Packages of all kinds, flaps of bulky envelopes, mothproof bags, labels to jars and shelves.

HOLDS: Photos and clippings in place, window signs and posters, bulletins, shelf paper in cupboards.



SEALS WITHOUT WATER



HOLDS TIGHTLY

At Stationery, Drug, Hardware,
Department and 5 & 10c Stores
... or mail coupon for Utility
Dispenser with
300 inch roll...

25c

SCOTCH TAPE—900 PALQUIER ST.
DEPT. L110, SAINT PAUL, MINN.

Gentlemen

Please send me a 300 inch roll of Scotch Tape in the new utility dispenser, for which I enclose 25 cents.

Name

Address

City

MADE & PATENTED IN U.S.A. BY MINNESOTA MINING & MFG. CO., SAINT PAUL, MINNESOTA.
FOREIGN MFG. & DISTRIBUTORS FOR CANADA: CANADIAN CORP. ABRASIVES LTD. TORONTO.
FOR ALL OTHER COUNTRIES: ADDRESS BOOKS AMALGAMATED CORP. 65 WALL ST., NEW YORK, N.Y.
Copr. 1940, Minnesota Mining & Mfg. Co.



"This might be Martha Graham," says Soreha Boru of San Carlos, Calif. In *The Dancer* Boru parodies one of the peculiarly ungraceful movements of the modern dance.



"Beauty Shop" by Jean Reich proves that ceramists will go anywhere for inspiration. Below is Soreha Boru's *Sentimental Letter*, made for a "bachelor's apartment."





"Calisthenics" is Jeannette Klein's title for her series on this page inspired by "over-stuffed women at conversational bridge." Above: torso bend under severe handicap.



To reduce, Miss Klein's overstuffed woman lies flat on her back, hoists her legs and puffs with open mouth. Below: "she gives the whole thing up and says to hell with it."



Are your cocktails
AMATEUR?



or
PROFESSIONAL?



**THE CLUB BAR-MAN
MAKES IT EASY TO SERVE
BETTER DRINKS!**

Why struggle with measures, gadgets, kitchen tools—and then serve your cocktails with apologies? Let The Club Bar-Man mix the drinks. All you need do is add ice, pour... and take a bow for their professional excellence!

HEUBLEIN'S CLUB COCKTAILS are always perfect. They're made of superb ingredients, skillfully put together. Their life in the bottle gives them time to inter-mellow to superb smoothness. Not one hurried "home-made" in a thousand can equal them!

Serve your guests HEUBLEIN'S CLUB COCKTAILS...better—because they're professionally made!

BOTTLED IN 7 VARIETIES
Always Right; Always Ready

*Dry Martini (71 proof) Martini—Medium Sweet (60 proof)
Daiquiri (70 proof) Side Car (60 proof) Bronx (60 proof)
Manhattan (65 proof) Old Fashioned (80 proof)*

HEUBLEIN'S
Club **COCKTAILS**

FOR PROFESSIONAL COCKTAILS AT HOME



Copyright 1940, G. F. HEUBLEIN & BROTHER, Hartford, Conn.

OLD GRAND-DAD

Head of the Bourbon Family

FIRST in quality

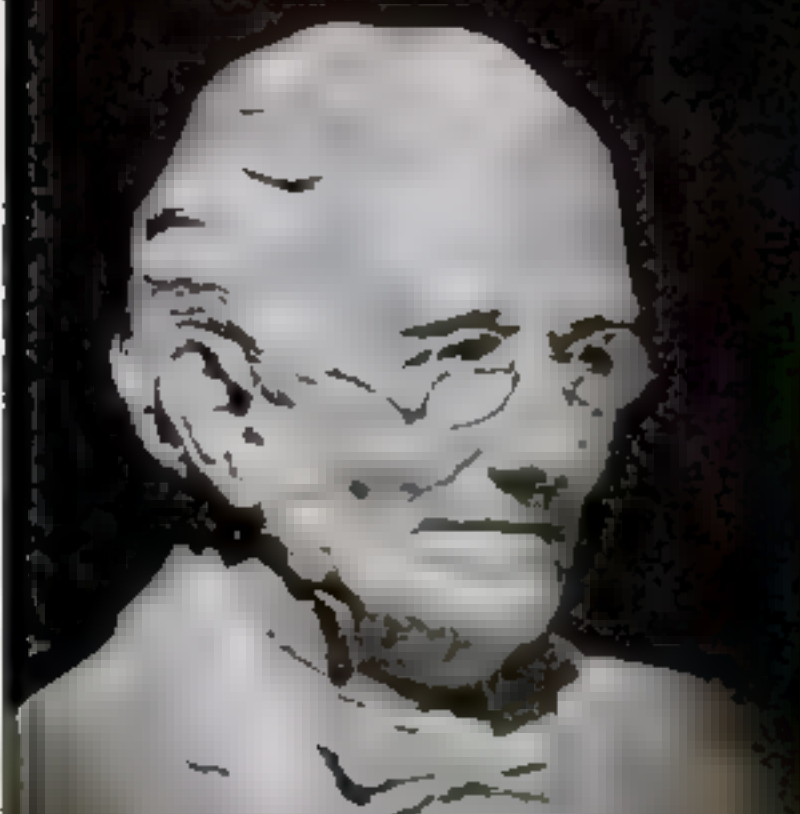
FIRST in reputation

FIRST in popularity

among

U. S. BOTTLED IN BOND
KENTUCKY STRAIGHT
BOURBON WHISKIES

100
PROOF



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PICTURES TO THE EDITORS

FISHING PENGUIN

SEE

Percy, a penguin, has been at the zoo for a year. He was brought from Africa and is now at the London Zoo for a year. He is a very good fisherman.

He is a very good fisherman. He was brought from Africa and is now at the London Zoo for a year. He is a very good fisherman.

M. E. CROCKETT



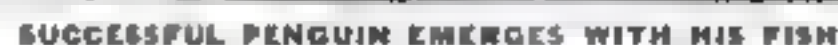
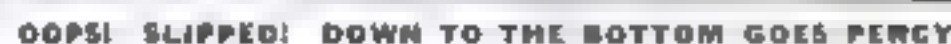
ALERT PERCY SPIES A MEAL IN BOTTOM OF BUCKET



TOO LONG A REACH PERCY DRAGS UP A BOX



EVEN A CRANED NECK DOESN'T BRING THE FISH NEAR ENOUGH

[illegible]

An Exceptional Value!

MODEL 3-73—Dual Beam-scope for both domestic and international reception—6½ inch Dynapower Speaker—Frequency Modulation Key (for use with FM Translator)—3 bands—Feathertouch Tuning—Automatic Tone Compensation. Exquisite cabinet in American walnut veneer.

THE HIT OF THE SEASON!

New Camera-Type Carryabout Radio

MODEL JB-410—You can take it with you wherever you go. Designed to resemble a small camera. Light in weight and only eight inches long. Remarkable tone. Long-life batteries. Case finished in simulated leather with dark maroon plastic trim.



STOP and listen! Find out how far radio has advanced.

This new G-E Golden Tone Radio not only brings amazing new realism but sets new standards of performance and value.

Just look at the plus-value features! *Dual* Beam-a-scopes (no aerial—no ground) for finer domestic and international reception — 14-inch Dynapower Speaker—Frequency Modulation Key (for use with FM Translator) — 3 bands — Automatic Tone Compensation — Feather-touch Tuning—Visualux Dial. And a beautiful cabinet of two-toned walnut and Stripe Sapele wood veneers! See it! Hear it! A new tone thrill awaits you!

EASY TERMS—LIBERAL TRADE-IN ALLOWANCE

**LOOK TO G-E FOR
THE LATEST IN RADIO**

*For Replacements Specify General Electric Golden
Tone Preferred Type Tubes*

GENERAL ELECTRIC

I want every young mother to know...

About this **IMPROVED**
Vicks Way that Relieves Misery of
CHEST, COUGHING COLDS

Now when your child is suffering with a cold, get right after misery... in a hurry... the improved Vicks way.

This wonderful treatment—perfected by Vicks staff of Doctors—is a better way to use time-tested Vicks VapoRub and make its valuable poultice-and-vapor action more effective. It's called the "VapoRub Massage" and it's remarkably simple, remarkably quick.

First massage Vicks VapoRub for 3 minutes on IMPORTANT RIB-AREA OF BACK as well as throat and chest. Spread a thick layer on chest, cover with warmed cloth. Then let this MORE THOROUGH treatment go to work!

It eases bronchial irritation, coughing, muscular tightness or soreness, helps break up local congestion in upper air passages, makes breathing easier... and so relieves the child's misery, relieves you of worry!

BE SURE! To get the benefits of this improved Vicks treatment use only genuine, time-tested Vicks VapoRub.



PENETRATES... deep into the air passages with soothing medicinal vapors, inhaled with every breath.

STIMULATES surface of chest and back like a warming, comforting poultice or plaster.

PICTURES TO THE EDITORS

(continued)

"WHERE FUN BEGINS"

Sir:

Noted for its carefree atmosphere, the boom town of Disney was born during the construction of the hydroelectric Grand River Dam in northeast Oklahoma. Even now, though the dam is completed and the population dwindling, Disney still welcomes the world with the signs shown below. The signs point the way for those wanting to fight, gripe or sling after hours.

C. Y. SANDERS

Oklahoma City, Okla.



Why not, perhaps,
this very night
have dinner out...
and do it right.
Champagne! The crown
of gay delight!

Insist on...

COOK'S
Imperial

AMERICAN Champagnes and Wines

AMERICAN WINE CO. ST. LOUIS, MO.

Established 1859

BLONDES!



TRY THIS NEW
11 minute Shampoo
AT HOME TONIGHT

Specially
Made for Blondes—
Helps Keep Light Hair from
Darkening—Brightens Faded Blonde Hair

1. Not a liquid! It's a fragrant powder that quickly makes a rich creaming lather.
2. Instantly removes dull dingy color from hair that makes blonde hair dark and unattractive.
3. Called Blondex it gives hair attractive low and highlights—keeps that "Just Shampooed" look for a whole week.
4. Lightens hair with absolute safety. Used for children's hair.

Get BLONDEX at drug, department or 10c store



Take a cowboy's tip. Use Chap Suck on your lips. Comforting relief for outdoor men in every application. Ships in your pocket, 23¢ at your druggist's. Money back if not delighted. For Free Sample write Chap Stick Co., Lynchburg, Va.

PLEET'S **Chap Stick**

GUARANTEED—To get you better pictures or your money back Phaostron gives you correct camera settings.

PHAOSTRON
ELECTRIC EXPOSURE METER
For Still or Movies
Send for free literature.
PHAOSTRON, 550 S. GRANADA, ALHAMBRA, CAL.

—WHO SAID GOOD
BLADES HAVE TO BE
HIGH-PRICED?

Marlin
BLADES

20 FOR 25¢

GUARANTEED BY THE
MARLIN FIREARMS CO.
NEW HAVEN, CONN.

FREE: WEEK'S SUPPLY SINGLE OR DOUBLE EDGE WRITE TODAY

MENDS MOST ANYTHING

Iron Glue bonds tight, is extra strong. Mends wood, glass, china, leather, toys, most anything. You can buy it 'most anywhere—1/4 pt. to 1 gal. cans or 100 bottles. McCormick Sales Co., 408 Light St., Baltimore, Md.

IRON GLUE
AN ELEPHANT FOR STRENGTH

CORNS?

Try This NEW Amazingly Quick Relief!

Relieves pain faster; prevents shoe friction and pressure, keeps you FREE of corns. 640% softer than before. Separate Medications included for removing corns. Cost but a trifle. Sold every where.

NEW Super-Soft
Dr. Scholl's Zino-pads

SKIN ITCHES

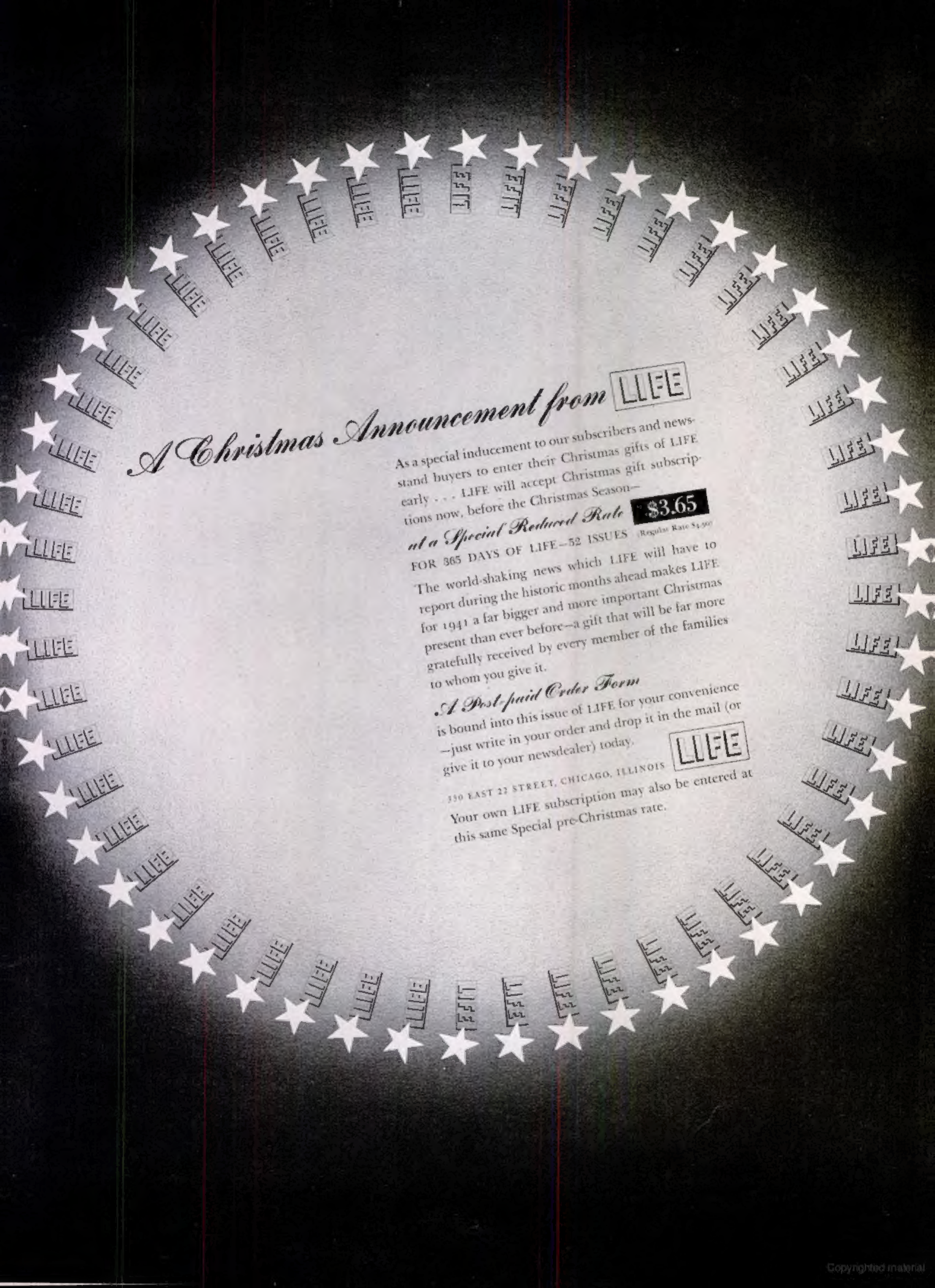
For quick, long-lasting relief apply comforting, medicated **RESINOL OINTMENT** 45 years in effective use. Try it!

MANY FORMER SMOKERS OF EXPENSIVE PIPES NOW PREFER

Frank MEDICO
because its 66 Baffle filter accomplishes what no other pipe ever achieved. Ask any man who smokes one.

ABSORBENT FILTERS for Frank MEDICO
WITH BAFFLE SCREEN INTERIOR WITH "CELLOPHANE" EXTERIOR

GENUINE FILTERS FOR MEDICO PIPES PACKED ONLY IN THIS RED & BLACK BOX



A Christmas Announcement from **LIFE**

As a special inducement to our subscribers and newsstand buyers to enter their Christmas gifts of LIFE early . . . LIFE will accept Christmas gift subscriptions now, before the Christmas Season—

at a Special Reduced Rate **\$3.65**
FOR 365 DAYS OF LIFE—52 ISSUES Regular Rate \$4.90

The world-shaking news which LIFE will have to report during the historic months ahead makes LIFE for 1941 a far bigger and more important Christmas present than ever before—a gift that will be far more gratefully received by every member of the families to whom you give it.

A Post-paid Order Form

is bound into this issue of LIFE for your convenience—just write in your order and drop it in the mail (or give it to your newsdealer) today.

350 EAST 22 STREET, CHICAGO, ILLINOIS

Your own LIFE subscription may also be entered at this same Special pre-Christmas rate.

MY BEST KITCHEN HELPER

It mixes thoroughly and is so easy to use!



HAMILTON BEACH

THE *Quality* FOOD MIXER

Own this modern electric mixer . . . and like thousands of women . . . you'll find it your most prized kitchen possession. You're free from all the tiring arm-work of mixing, beating, and whipping. You can prepare delicious foods easier, faster . . . and with better results.

With *Bowl Control*, a wide range of speeds, and full steady power . . . the Hamilton Beach does every mixing task with equal ease. Whether mixing batter, whipping cream, mashing vegetables, or blending salad dressing . . . you get the finest results. A slight pressure on the handy control lever shifts the revolving bowl . . . without stopping the motor. All ingredients are brought into the beaters, insuring a perfect mix.

Ask your dealer to show you the many other fine features that make Hamilton Beach the quality food mixer. Choice of white or ivory finish. Complete with juice extractor and two mixing bowls, \$23.75. (Slightly higher, West.) Many practical labor-saving attachments are available at small extra cost.

THESE *Extra* ADVANTAGES COST NO MORE

Bowl Control

Bowl revolves on ball-bearing turntable and can be shifted *while mixing* . . . insures a thorough mix.

Full Power at All Speeds

Steady, full power is maintained at any speed you set the motor—even as batter thickens.

One-Hand Operation

Mixer lifts off stand—*nothing to detach*. One hand holds the mixer and controls mixing speeds.

One-Piece Guarded Beaters

Full depth beaters are guarded and in one unit—quickly detached for easy cleaning.



HAMILTON BEACH COMPANY, RACINE, WISCONSIN

Division of Scovill Manufacturing Company

PICTURES TO THE EDITORS

(continued)

CYCLONIC CLOUDS

Sirs:

I took this snapshot of a peculiar cloud formation less than an hour before a cyclone struck near here late this last summer demolishing 24 barns. Meteorologists explained the bulbous formations

as the result of warm air rushing up through what had been a solid overcast formation. The pylon in the foreground seems to be touching the tip of one bulb-like cloud.

FRED B. G'FROERER

Regina, Saskatchewan



FINGER OF GOD

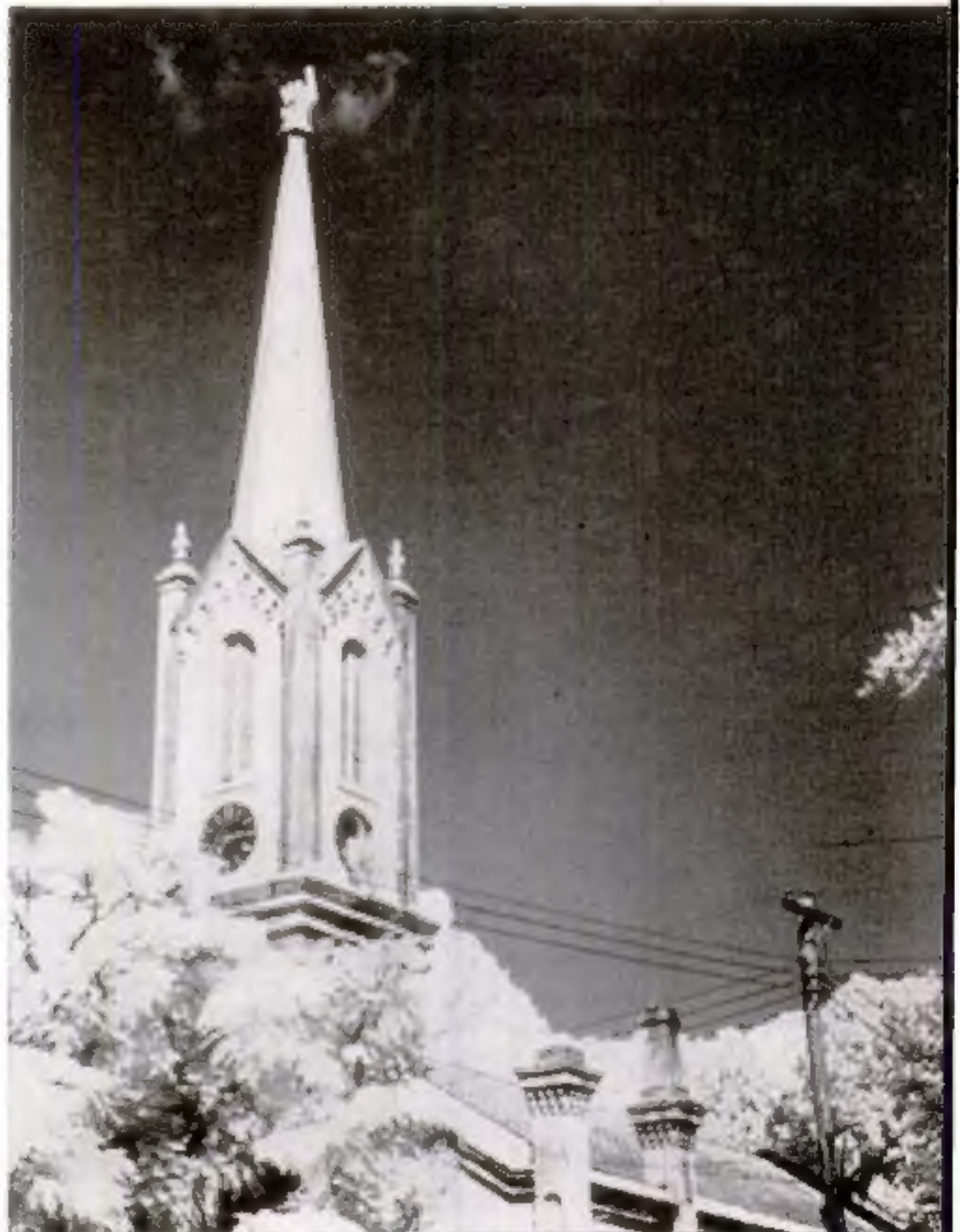
Sirs:

Natives of Port Gibson, Miss. identify this church as Presbyterian but to travelers like myself it is always called the "Finger-of-God" church. The gigantic

silvered hand with its finger pointing toward heaven lends a spirit of awe to the edifice.

LEE ERHARD

Tulsa, Okla.





"Look," I SAID TO THE WOMAN NEXT DOOR, "Party refreshments need not be a chore!"



MOROCCO CHOCOLATE CAKE

(3 eggs)

- 2½ cups sifted Swans Down Cake Flour
- 2 teaspoons Calumet Baking Powder*
- ¼ teaspoon soda
- ¾ teaspoon salt
- ½ cup butter or other shortening
- 1¾ cups sugar
- 3 eggs, well beaten
- 4 squares Baker's Unsweetened Chocolate, melted
- 1¼ cups water
- 1 teaspoon vanilla

Sift flour once, measure, add baking powder, soda, and salt, and sift together three times. Cream butter; add sugar gradually, creaming thoroughly. Add eggs and beat very well; then add chocolate and blend. Add flour, alternately with water, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in two greased 9-inch layer pans in moderate oven (350° F.) 30 minutes, or until done. Spread Raisin Nut Morocco Frosting between layers and on top and sides of cake.

*This recipe has been developed with Calumet Baking Powder. If another baking powder is used, adjust the proportions as recommended by the manufacturers.

RAISIN NUT MOROCCO FROSTING

Combine 2 unbeaten egg whites, 1¼ cups granulated sugar, ¼ cup brown sugar, firmly packed, and 5 tablespoons water in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes, or until frosting will stand in peaks. Remove from boiling water; add 1 cup finely cut raisins, 1 cup broken walnut meats, and ½ teaspoon grated lemon rind; then fold in ½ to 1 square Baker's Unsweetened Chocolate, melted, carefully but thoroughly. Spread on cake. Makes enough frosting to cover tops and sides of two 9-inch layers. (All measurements are level.)

AND I PROVED IT WITH THIS "MOROCCO CHOCOLATE CAKE"

... SO SIMPLE TO MAKE ... SO RICHLY EXCITING WITH

BAKER'S CHOCOLATE!

MY neighbor, Mrs. S., was feeling grumpish. "Wish I hadn't invited company in for Saturday night," she said. "It's a chore to cook up a lot of things for refreshments."

"Well, don't cook a 'lot of things'!" I told her. "I'll show you a cake that makes bang-up refreshments all by itself. Morocco Chocolate Cake! Take a look at what's in it. Raisins! Nuts! Baker's Chocolate! Makes you feel festive just to name 'em!"

"And see how simple it is. A quick cake to stir together! Easy, '7 minute frosting'! But the chocolate and fixings in the frosting give it all kinds of glamour—and when your guests bite into that light, fluffy cake part, with its rich

Baker's Chocolate flavor, they'll say they're eating party food, all right!"

But—be sure your chocolate is Baker's!

Baker's Chocolate contains *all the richness* of selected, costlier cocoa beans. It is nothing but these choice beans, crushed to liquid smoothness, then chilled in molds—with every bit of the luscious, natural cocoa butter left in, and *not one thing added!* That is why you can depend on Baker's always to give the appetizing red-brown color and rich, *really chocolaty* flavor that make chocolate foods just perfect. Baker's Chocolate—the quality famous since 1780—is a product of General Foods.



★ GET THE CHOCOLATE YOU WANT—RICH BAKER'S CHOCOLATE
LOOK FOR THE FAMOUS "BAKER CHOCOLATE GIRL" ON THE LABEL

Memo to Mothers

DON'T FORGET BAKER'S COCOA FOR SCHOOL-DAY LUNCHES! So appetizing ... so rich and nourishing ... so pure ... and so much for your money in the pound-size can! Baker's Cocoa has been famous since 1780.



HOSTESSES! I'M FULL OF BRIGHT IDEAS!

Free!

LM 11-11-40

Get a copy of this dandy "Party Book" to help you with all your entertaining. You'll find 59 ideas for wonderful desserts and refreshments that are sure to make friends and fascinate people. 28 illustrated pages. Yours free! Just mail this coupon to:

GENERAL FOODS, BATTLE CREEK, MICH.
Your name _____
Street _____
City _____ State _____

If you live in Canada, address General Foods, Ltd., Scarborough, Ont. (Offer expires July 1, 1941.)

*Luckies' finer tobaccos
mean less nicotine!*



Actual color photograph—Frank Brown, tobacco warehouseman, shows a visitor some of the fine golden leaf that is "Sold American."

GIRL: Mr. Brown, what counts most in a cigarette?

MR. BROWN: Why—it's the tobacco, of course.

GIRL: So that's why you smoke Luckies?

MR. BROWN: Right! And most other independent tobacco experts do, too!

MEN like Frank Brown . . . who spend their lives buying, selling and handling tobacco . . . know that Luckies get the finer leaf—and Luckies' finer tobaccos mean less nicotine!

The more you smoke, the more you want a cigarette of proven mildness. So remember: authoritative tests reveal that for more than two years, the nicotine content of Luckies has been 12% less than the average of the 4 other leading brands—less than any one of them.★

You see, Luckies scientifically analyze tobacco samples before buying. So our buyers

can select leaf that is ripe and mellow yet milder—low in nicotine content. For genuine mildness, why not smoke the smoke tobacco experts smoke? Ask for Lucky Strike today!

★NICOTINE CONTENT OF LEADING BRANDS

From January 1938 through June 1940
Lucky Strike has averaged

- 9.46% less nicotine than Brand A
- 20.55% less nicotine than Brand B
- 15.55% less nicotine than Brand C
- 4.74% less nicotine than Brand D

For this period Lucky Strike has had an average nicotine content of 2.01 parts per hundred.



With men who know tobacco best—it's LUCKIES 2 to 1